



PHILADELPHIA



Honoring the  
**PAST**  
Treasuring the  
**PRESENT**  
Shaping the  
**FUTURE**

EACE  
Education Association  
of Colleges and Employers

**2016 EACE ANNUAL CONFERENCE**  
**JUNE 22-24, 2016**

PHILADELPHIA

# Download the **EACE 2016** **MOBILE APP!**

Navigate the event like a pro with the **EACE Annual Conference 2016 mobile app, powered by core-apps.com.**

## With the EACE 2016 mobile app, you can:

- ▶ View the latest schedule of events, including break-out sessions, speed-learning sessions, activities and social events
- ▶ Stay organized with up-to-the-minute Exhibitor, Speaker, and Event information
- ▶ Sync the app across all of your devices with Multi-Device Sync
- ▶ Receive important real-time communications from the EACE Conference Committee
- ▶ Build a personalized schedule and bookmark exhibitors
- ▶ Take notes and download event handouts and presentations
- ▶ Find attendees and connect with your colleagues through the Friends Feature
- ▶ Stay in-the-know and join in on social media with #EACE
- ▶ And much, much more!

## Downloading the App is Easy!

**SEARCH:** The App Store or Google Play for EACE Events

**SCAN:**



For All Other Device Types (including BlackBerry, Windows, and all other web browser-enabled devices): While on your smartphone, point your mobile browser to

**[l.core-apps.com/eace\\_events](http://l.core-apps.com/eace_events)**

to be directed to the proper download version for your phone.



Once you have downloaded and opened the app, choose EACE Annual Conference 2016 and tap Download.

If you already have the EACE Events mobile app with the 2015 app open, go to settings and tap "Exit to Show List". Choose EACE Annual Conference 2016 then tap download.

**Should you have any questions, please contact [support@core-apps.com](mailto:support@core-apps.com).**



# Message from the President

## Dear EACE Conference Attendees:

Welcome to 2016 EACE conference and the city of brotherly love, Philadelphia!

I am excited that you have joined us this year as we “Honor the past, Treasure the present and Shape the future of EACE.” The conference committee has worked really hard over the past 14 months to prepare a conference that will allow you to learn, network, get inspired and be entertained. The next few days will be filled with outstanding concurrent sessions, panelist breakout and speed learning options that will allow you to learn and share best practices. We have more than 40 learning opportunities and the ability to earn up to 7 NBCC and HRCI credits; there will be something for everyone. Our opening and closing keynote speakers are here to inspire and energize, while our record number of participating exhibitors will provide tools and resources to enhance the work you do.

There are great entertainment options that will promote networking and get you moving. Join the fun walk/run to the Rocky stairs and take a picture with the Rocky Balboa statue. Enjoy dancing and fun at the Academy of Science Museum and dine with old and new friends while supporting a cause.

It would not be an EACE conference without something extra to make your experience special. Participate in the scavenger hunt, which will allow you to explore the city and enhance your social media technology by meeting with our tech experts at booth #13 in the exhibit hall.

Make sure to share your conference experience by tweeting before, during and after the conference. Use #EACE to share your conference experience.

In keeping with the theme of this year’s conference, we will acknowledge the past presidents of EACE. Without them, we would not be where we are now. So, when you see them throughout the conference, please make sure to say “hello” and thank them for their service.

Thanks again attending the EACE conference. I know your conference experience will be amazing and I look forward to seeing you.

Respectfully,

A handwritten signature in black ink that reads "Ayanna". The signature is fluid and cursive.

Ayanna Naki Wilcher

2015-2016 EACE President

# Message from the Chair

## Dear EACE Colleagues and Friends:

On behalf of the 2016 EACE Conference Committee, we welcome you to Philadelphia, Pennsylvania! As the birthplace for America, Philadelphia is known for being a city of firsts—the first library, first medical school, first hospital, first zoo and first business school. And, just like the past, Philadelphia remains a hub for economic activity and innovation, which makes it a perfect place to celebrate this year's conference theme: "Honoring the Past, Treasuring the Present and Shaping the Future."

In an ever-changing world, our conference theme focuses on how we, as employers and career services personnel, can learn from our past experiences and use them to shape our industries' futures. The 2016 EACE Conference is a dynamic experience that provides its participants the opportunity to learn about trends, new ideas and best practices, in addition to plenty of networking and fun.

I would like to thank and recognize the entire conference committee, especially the committee chairs, for their hard work, creativity and commitment to making the conference a success. It has been a pleasure working with them over the last year, and I appreciate their invaluable contribution of time and expertise. Each has played a critical role in the implementation of EACE's signature event.

This year's conference has more registrants and exhibitors, more program offerings, and, most importantly, more raffles than any prior year!

## Be sure to take advantage of everything the conference has to offer including:

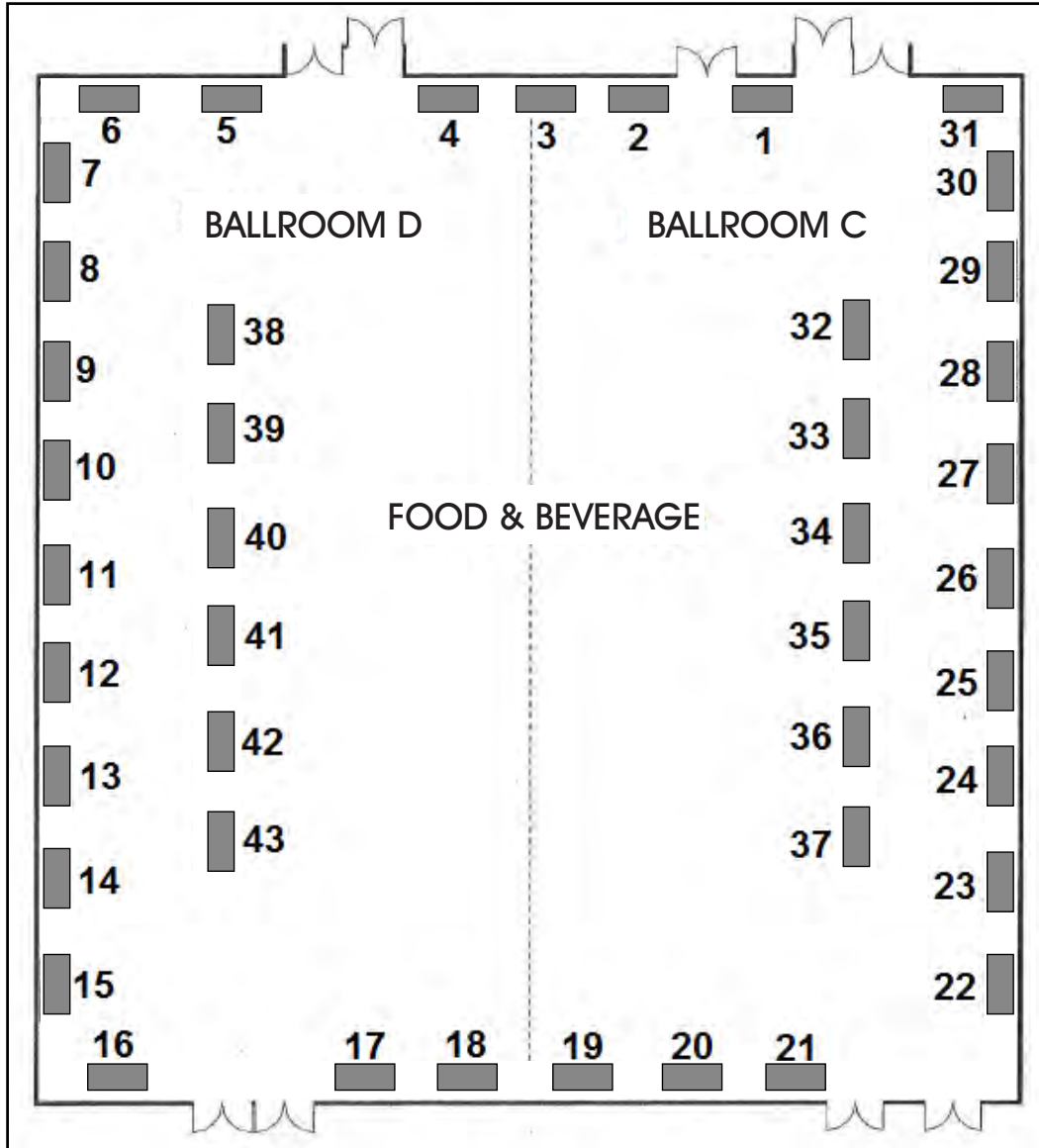
- **Enhance your experience with our two pre-conference workshops:**
  - ▶ **Building the Future:** From Best Practices to Next Practices in Career Services, Gary Alan Miller, Executive Director, Hofstra University
  - ▶ **Recruiter's Innovation Boot Camp:** Supercharge Your Talent Strategies for the 21st Century, Kimberly S. Reed, CEO Trainer & Coach, Leadership Development, Recruitment Consultant, Reed Development Group, Ascendant Group
- **Give Back:** Join us as we give back to the Philadelphia community by helping individuals at Philadelphia Works strengthen their networking and interviewing skills so they are ready to enter the workforce. Additionally, EACE is raising money to support the Veterans Multi-Service Center, the only non-profit agency in the Philadelphia and surrounding area that provides a comprehensive resource center available to all veterans in need.
- **Get Tough & Be Daring:** Don't miss the opening keynote with Rob Bell, author of *The Hinge: The Importance of Mental Toughness* or the closing keynote with LuAnn Cahn, Emmy award winner and author of *I Dare Me*.
- **Trends, Tips and Time for Learning:** Select from 33 concurrent sessions, an extended director's forum, more than 15 speed learning sessions and two employer expert panels to help you grow professionally while learning about college recruiting and career development trends.
- **Networking & Resources:** Connect with exhibitors and attendees to learn about innovative products and share ideas.
- **Going mobile:** Download the conference mobile app to make the most of the conference and stay up-to-date with alerts, reminders and announcements.
- **Calling all First Timers:** If it's your first time at the EACE Annual Conference, be sure to attend the Newcomer Lunch, meet the EACE board and learn how to get the most out of the conference experience.
- **Let's Have Some Fun:** The Entertainment Committee is proud to announce the entertainment night for this year's Annual Conference will be held at The Academy of Natural Sciences in Philadelphia. Enjoy dancing with dinosaurs, escape to Africa or take a stroll through the butterflies! Bring your dancing shoes and your biggest smile as there will be a DJ playing your favorite tunes and a photo booth where you can capture memories.
- **Did We Mention Philadelphia?** Feel like a Philadelphian as you walk day and night through the vibrant streetscape and immerse yourself in America's old and new world. Picturesque, friendly streets are lined with parks, rivers, shops, public art, restaurants and museums all within walking distance from downtown.

Last, but, certainly not least, thank you to all of our EACE sponsors – those who have chosen to sponsor EACE throughout the year or specifically for this year's conference. We appreciate your financial commitment to the association. Your funds make so many of our programs possible.

Again, welcome to Philadelphia, and I look forward to hearing your stories and seeing your selfies as you enjoy the 2016 EACE Conference.

**Samantha Camoni Hof**  
EACE 2016 Annual Conference Chair

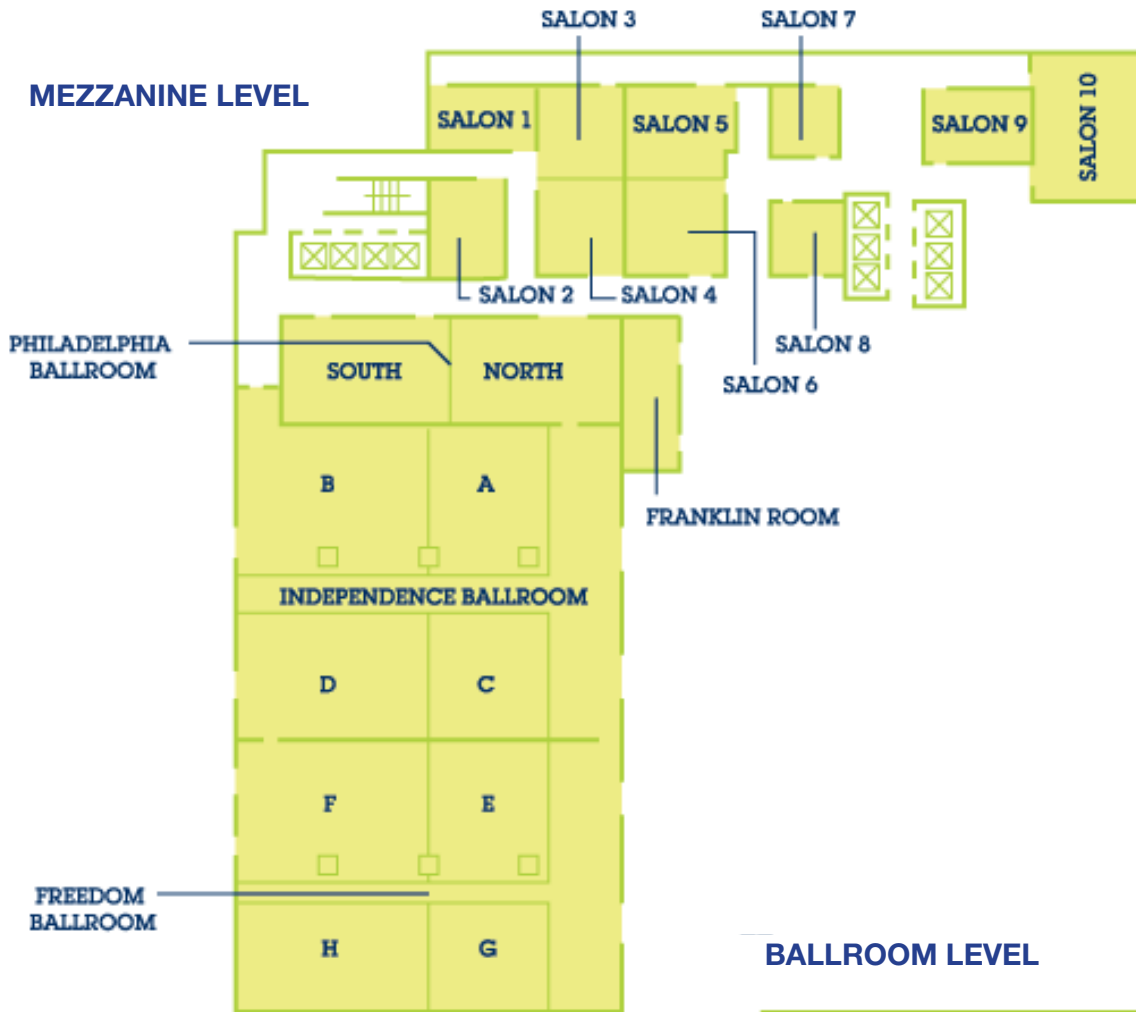
# EXHIBITOR FLOORPLAN



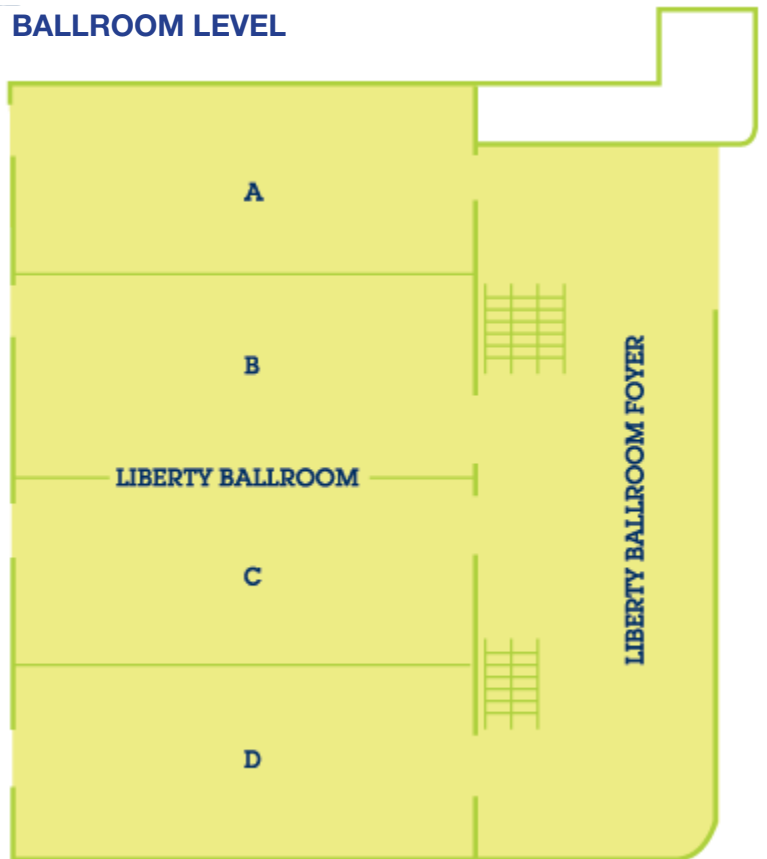
12Twenty	1
FOCUS 2 CAREER and FOCUS 2 APPLY	2
CareerShift, LLC	3
VMock	4
PAN - Performance Assessment Network	5
Digital Revolutions	6
HEPdata	7
TastyHire	8
EVENTUS	9
Monster and Traitify	10
Jobtreks	11
Purple Briefcase	12
CareerSpots Videos	17
Symplicity Corporation	18
CareerStaff Unlimited	19
GoinGlobal	20
EACE Scavenger Hunt	21
Open	22
eCareerFairs	23
City Year	24

DISCO International, Inc.	25
Project Me Pro	26
careerandtalenthub.com	27
Brazen Technologies	28
Valor Connect	29
Suitable	30
Educational Housing Services (EHS)	31
Roadmap	32
Vault	33
The WORK Book Series	34
Knopman Marks Financial Training	35
CollegeNET	36
CareerPath	37
Gradleaders	38
Handshake	39
Quinnia	40
QuadJobs	41
Career Fair Plus	42
CampusTap	43

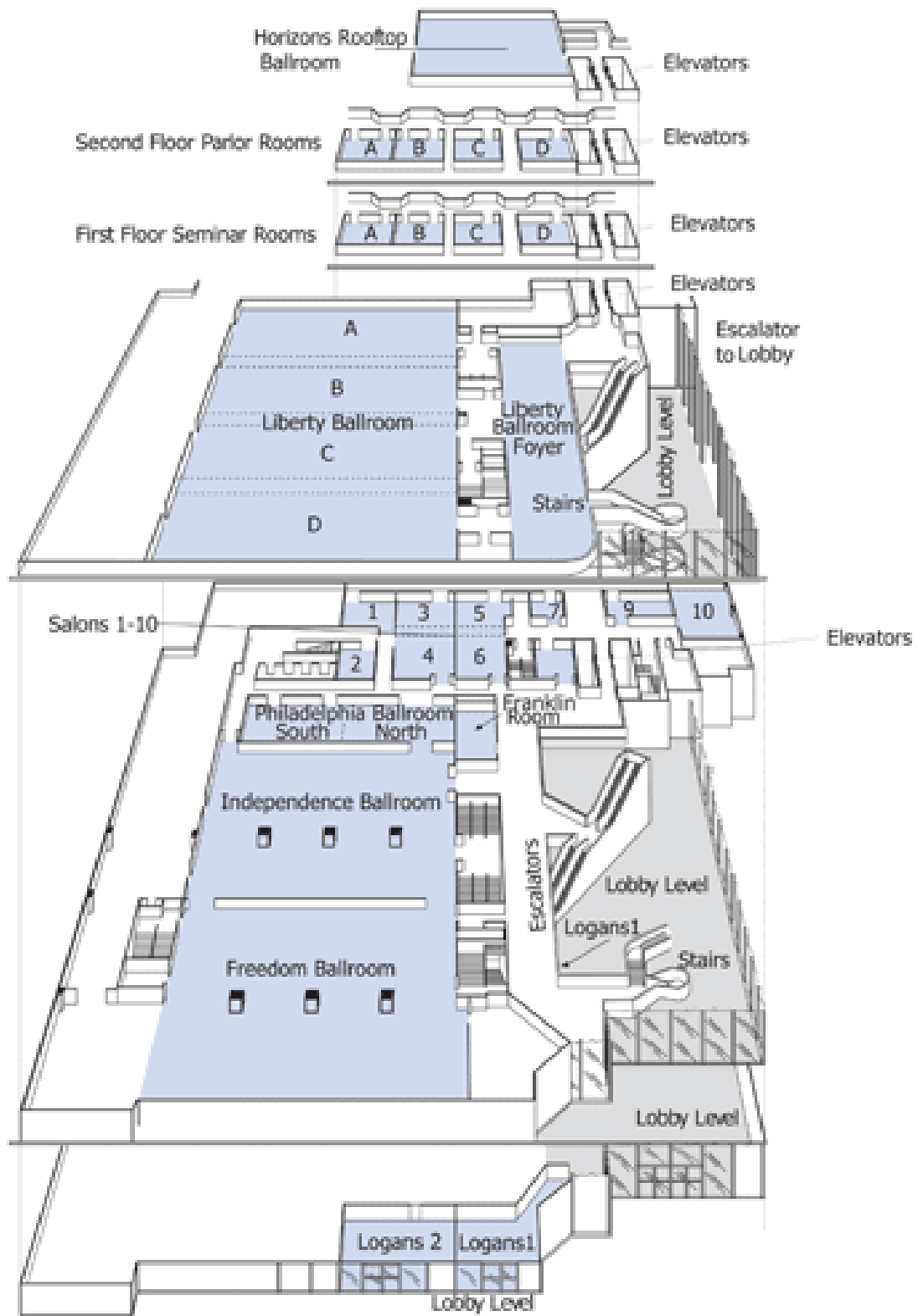
# Maps



## BALLROOM LEVEL



# Maps



# Schedule at a Glance

## Wednesday June 22, 2016

**8:00 AM - 12:00 PM** **Liberty Ballroom CD**

### Exhibitor Set-up

Exhibitors stop by registration to check-in and set-up your booth by 12:00 PM.

**8:00 AM - 5:30 PM** **Liberty Foyer**

### Registration Open

Please stop by to pick up your registration materials, including your name badge, lanyard, tote, water bottle, and more!

**8:00 AM - 1:30 PM** **Salon 8**

### Hospitality Suite Open

#### Sponsored by Vector Marketing

Whether you need to relax, recharge or just want to grab a snack, the hospitality suite is here to serve! If you brought a raffle item, stop by to drop it off at the designated table.

**8:00 AM - 11:00 AM** **Meet in the Sheraton Lobby**

### Community Service: Philadelphia Works

Join us in volunteering to help individuals at Philadelphia Works strengthen their networking and interviewing skills so they are ready to enter the workforce in the Philadelphia Area.

- ▶ Pre-registration required.

**8:00 AM - 12:00 PM** **Salon 5/6**

### Pre-Conference Workshop (Employer Track)

### Recruiter's Innovation Boot Camp: Supercharge Your Talent Strategies for the 21st Century

#### Sponsored by Wentworth Institute of Technology & University at Albany

#### Breakfast included

Our society is evolving. How we attract and identify talent is evolving. Are you using revolutionary and innovative tactics to identify talent? If you answered YES, great! More knowledge is POWER! Join the interactive conversation and learn 'without a box thinking' strategies to maximize your recruitment initiatives, external and internal professional organizations, universities and passive talent sourcing.

You will discover and be empowered to:

- ▶ Innovate hiring initiatives to help boost employment branding.
- ▶ Learn the best ways to leverage external professional organizations to identify top diverse talent.
- ▶ How to revitalize and reinvent talent acquisition for business alignment.

#### Ask Kim!

Kimberly S. Reed has helped recruiters and hiring managers improve their recruitment capabilities through innovative and practical, custom built training for some of today's leading organizations.

- ▶ Pre-registration required.

**8:00 AM - 12:00 PM** **Salon 3/4**

### Pre-Conference Workshop (College Track)

### Building the Future: From Best Practices to Next Practices in Career Services

#### Sponsored by Burlington

#### Breakfast included

Let's face it, finding time to create and implement new ideas is hard. Even when we want to develop new and exciting initiatives, the pace of our everyday work can make it hard to find the time to really examine and create! You're ready to move from "best practices" to "next practices," but need structure and time to explore. If this sounds familiar, then this pre-conference deep dive is for you.

Over the course of the workshop, we will warm up our creativity, take time to consider the needs of our stakeholders, generate ideas to help solve their problems, consult with peers to gather feedback and input, develop those ideas into solutions and share them with each other to inspire and motivate. Along the way, participants will be introduced to a variety of tools and techniques to help spur creativity and advancing the field.

- ▶ Pre-registration required.

**12:00 PM - 1:00 PM** **Horizons Rooftop Ballroom**

### Newcomers Lunch

Is this your first EACE Annual Conference? Come meet other first-time attendees and the EACE board members at the Newcomers Lunch.

## Wednesday June 22, 2016 *Continued*

**1:30 PM - 3:00 PM** **Liberty Ballroom AB**

### Opening Keynote Speaker: Dr. Rob Bell

### The Hinge: The Importance of Mental Toughness

#### Sponsored by CareerShift

Every door has a hinge. If it doesn't, it's a wall. Have you ever noticed how the outcome of a close competition depends upon one play or moment? If we look closer, every season and career also possesses these crucial, pivotal moments. It only takes one. The Hinge is the one moment, event, or person that makes all the difference. It connects who we are with who we become. This is the importance of having Mental Toughness, will you be ready?

**3:00 PM - 3:30 PM** **Liberty Ballroom CD**

### Exhibitor Break

#### Sponsored by gradLeaders

Get exhibitor signatures on your passport for your chance to win awesome prizes!! Winners will be announced on Friday!

**3:30 PM - 4:30 PM** **Independence A,B,C,D, Salon 5/6**

### Break-Out Sessions

**4:40 PM - 5:40 PM** **Independence A, B, C, D, Salon 5/6**

### Break-Out Sessions

**5:40 PM - 6:30 PM** **Liberty Ballroom CD**

### Exhibitor Reception with the EACE President

A highlight of EACE's 2016 Conference is this annual gathering of exhibitors at the Exhibitor Reception. Join EACE president and the rest of the conference committee as they express appreciation to these companies for bringing scores of new products and creative tools to the conference's attention. Don't forget your passport! Use the drink tickets found in your name badge for tonight.

**6:30 PM - 10:00 PM** **Liberty Ballroom CD Booth #21**

### Scavenger Hunt

#EACEHunt16

Don't miss the fun! Join the EACE Scavenger Hunt to explore Philly and win prizes. Meet at booth #21 in Liberty Ballroom between 3:00-3:30 pm to pick up your scavenger hunt card.

**6:30 PM**

### Dine for a Cause / Dinner on Your Own

While breaking bread with fellow EACE members, conference goers can raise some dough for the Veterans Multi-Service Center by dining at Tir Na Nog, Con Murphy's, Sabrina's Café, or Amino

## Thursday June 23, 2016

**6:30 AM - 7:30 AM** **Meet in the Sheraton Lobby**

### Rocky Run/Walk

Yo Adrian! Your Philly visit wouldn't be complete without running or walking the Rocky Steps. Join us 6/23 at 6:30am in the hotel lobby. #EACERockyRun

**7:15 AM - 7:45 PM** **Salon 8**

### Hospitality Suite Open

#### Sponsored by Vector Marketing

Stop by to grab a snack, sign up for an EACE committee, and connect with other conference attendees!

**8:00 AM - 5:30 PM** **Liberty Foyer**

### Registration Open

Please stop by to pick up your registration materials, including your name badge, lanyard, tote, water bottle, and more!

**8:30 AM - 9:00 AM** **Liberty Ballroom AB**

### Business Meeting

Join the EACE Board of Directors to review the association's financials, accomplishments, and goals for the future. The Board invites all conference attendees and EACE members to attend.

**8:00 AM - 9:00 AM** **Liberty Ballroom**

### Breakfast

#### Sponsored by UPMC



# Schedule at a Glance

## Thursday June 23, 2016 *Continued*

**9:15 AM - 10:15 AM** **Salon 5/6**

### Talent LAB

In the Talent LAB is an interactive dialogue with executives and industry experts about how to reinvigorate your talent pool and talent acquisition organization and reenergize your talent outreach and branding initiatives. Get your pens ready! POWERtools you don't want to miss!

► Audience: Employer

**9:15 AM - 12:45 PM** **Salon 10**

### DIRECTOR'S FORUM

Do you lead the career services efforts of your institution? If you answer "yes", then plan on attending the Directors Forum on Thursday from 9:15 a.m.-12:45 p.m. Each hour, two experienced directors will facilitate a topic. You can choose to stay for any or all of the three hours. Talk about sensitive issues with your peers in a safe space and walk away with actionable items.

**9:15 AM - 10:15 AM** **Independence A, B, C, D**

### Break-Out Sessions

**10:15 AM - 10:45 AM** **Salon 8**

### Hospitality Suite Open

*Sponsored by Vector Marketing*

Have you donated your EACE raffle item yet? Bring it to the Hospitality Suite no later than 10:00am tomorrow. Raffle will be held on Friday following the closing keynote.

**10:30 AM - 11:30 AM** **Independence A, B, C, D, Salon 5/6**

### Break-Out Sessions

**11:15 AM - 11:45 AM** **Salon 8**

### Hospitality Suite Open

*Sponsored by Vector Marketing*

Stop by to grab a snack, sign up for an EACE committee, and connect with other conference attendees!

**11:45 AM - 12:45 PM** **Independence A, B, C, Salon 5/6**

### Break-Out Sessions

**12:45 PM - 2:15 PM** **Liberty Ballroom AB**

### Awards Lunch

Join us for a plated lunch when we will recognize this year's EACE award winners, Diversity & Inclusion Scholarship winners and much more!

**2:30 PM - 3:30 PM** **Independence A, B, C, D**

### Break-Out Sessions

**2:30 PM - 3:30 PM** **Salon 5/6**

### ON-BOARDING PANEL

Learn from your peers about the best practices for on-boarding new college graduates! The on-boarding panel is being moderated by Ray Ruiz from KPMG and will feature a panel of 4 experts.

**3:30 PM - 4:00 PM** **Liberty Ballroom CD**

### Exhibitor Break

*Sponsored by FM Global*

Get exhibitor signatures on your passport for your chance to win awesome prizes!! Winners will be announced on Friday!

**4:00 PM - 5:00 PM** **Liberty Ballroom AB**

### Leveraging (Big) Data Analytics in Career Management : VMock SMART Resume Platform (Global Best Practices)

Key point remains that Siri and Watson are "here and now". To demonstrate leadership, now is the time for us to incorporate innovative data analytics tools as part of the career management toolkit.

In this session, VMock will demonstrate how their collaboration with top Universities and Business Schools has brought innovation to the career management space, leveraging a sophisticated analytics engine to help students and alumni in developing resumes and online digital footprints that uniquely communicate competencies and attributes that directly speak to specific industries and job functions.

*Speaker: Kiran Pande, Co-Founder of VMock*

## Thursday June 23, 2016 *Continued*

**5:00 PM - 5:30 PM** **Liberty Ballroom AB**

### EACE Meet & Greet

Meet the 2016-2017 EACE Committee Chairs and find out how you can get more involved with EACE!

**5:30 PM - 7:30 PM**

### Dinner on Your Own

**7:30 PM - 10:30 PM** **Academy of Natural Science**

### EACE Entertainment

*Sponsored by Enterprise*

Come join us where the wild things are! This year's entertainment night will be held at The Academy of Natural Sciences in Philadelphia. Enjoy dancing with dinosaurs, escape to Africa, or take a stroll through the butterflies! From 7:30-10:30 p.m. indulge in light desserts, beer, wine and non-alcoholic beverages. Bring your dancing shoes and biggest smile as there will be a DJ playing your favorite tunes and a photo booth available to capture the memories. We can't wait to see you there!

## Friday June 24, 2016

**8:00 AM - 9:45 AM** **Liberty Foyer**

### Breakfast

*Sponsored by FindSpark*

**8:00 AM - 9:00 AM** **Liberty Foyer**

### Registration Open

Please stop by to pick up your registration materials, including your name badge, lanyard, tote, water bottle, and more!

**8:00 AM - 11:15 AM** **Salon 8**

### Hospitality Suite Open

*Sponsored by Vector Marketing*

Have you signed up for an EACE committee yet? Stop by the hospitality suite to learn more about the opportunities for getting involved with EACE!

**8:30 AM - 9:30 AM** **Liberty Ballroom B**

### Break-Out Session

**8:30 AM - 9:45 AM** **Liberty Ballroom A**

### Speed Learning Sessions

**10:00 AM - 11:00 AM** **Independence A, B, C, D, Salon 5/6**

### Break-Out Sessions

**11:15 AM - 12:30 PM** **Liberty Ballroom AB**

### Closing Keynote Speaker: Lu Ann Cahn

#### I Dare Me

*Sponsored by Hofstra University*

How do we dare our students and alumni if we don't dare ourselves? How do we motivate if we're not motivated?

Join us for this 1 hour interactive presentation that will inspire participants to learn how to get life unstuck. LuAnn Cahn leads through easy exercises to get you out of your comfort zone and remind you of ways to tap into your fearlessness and best selves so that we can inspire others to do the same.

**12:30 PM - 1:30 PM** **Liberty Ballroom AB**

### Boxed Lunches and Raffles

Enjoy lunch while the winners are selected for the conference raffles.

# Break-Out Sessions

All break-out sessions are coded with the following levels as a recommendation for attendees to select sessions that may be the most relevant to their experience in the field: ▶ **Rookie: 0-3 years** ▶ **Team Captain: 4-9 years** ▶ **Coach: 10+ years**

## WEDNESDAY JUNE 22

### Diversity? Now We're Talking! When Multicultural Competence Meets A Real Reality

*Presenter: Justin Brown, Resident Director, West Chester University*

**Wednesday ▶ 3:30 P.M. – 4:30 P.M. Location: Independence A**

Level: All  
Audience: College/Employer  
Style: Discussion

Looking for a fun, high energy and engaging program? Then this is the one for you! The purpose of D.A.P. is to promote diversity and cultural awareness in all aspects of life to students, faculty and staff on a university campus. Come to be open, express, share and truly grow. Love games? Then come on down. Engage in experiential learning in the domains of gender, race, ethnicity, religion, physical ability, sexual orientation, language, age, and social class towards an analysis of equity. Participate in thought-provoking, fun activities in large and small groups that will challenge thinking, understanding, society views and personal experiences.

### Go Pro! Building a Student Professional Development Team

*Presenter: Raechel Hester Timbers, Associate Director, Student Professional Development, George Mason University*

**Wednesday ▶ 3:30 P.M. – 4:30 P.M. Location: Independence B**

Level: Rookie: 0-3 years|Team Captain: 4-9 years  
Audience: College  
Style: Lecture

In 2014 George Mason University decided to create a Student Professional Development (SPD) team to raise the baseline of professionalism for Mason students in response to employer concerns about the lack of career readiness of today's college students. During the first year, the SPD reached 600+ students and provided them with valuable information about what it takes to be successful in their first job or internship position thanks in large part to strong university partnerships. If your office is considering enhancing its focus on professionalism for students, this is a great opportunity for you to learn strategies for building a Student Professional Development team in your center.

### Human Capital Analytics: It's a Journey, But One Worth Taking – HRCI APPROVED

*Presenter: Mike Guglielmo, Vice President, Human Resources, Genesis HealthCare*

**Wednesday ▶ 3:30 P.M. – 4:30 P.M. Location: Salon 5/6**

Level: Team Captain: 4-9 years  
Audience: Employer  
Style: Lecture

This workshop describes the path from reactive reporting to predictive analytics, not only in Talent Acquisition, but also in the human capital management space. Understand the alignment of HR Metrics to business objectives, including where to start measuring, how to communicate data to information to knowledge and decision making.

### Stronger than the Stigma: Supporting Students with Autism Through the College Internship and Employment Process – NBCC APPROVED

*Presenter: Meghan Sooy, Director of Disability Support Services, The College of New Jersey*

*Co-presenter: Deb Kelly, Director Career Center, The College of New Jersey*

**Wednesday ▶ 3:30 P.M. – 4:30 P.M. Location: Independence D**

Level: Rookie: 0-3 years  
Audience: College/Employer  
Style: Lecture

Whether there is an increase in early identification methods or more young adults identified, prevalence of autism has increased by 6-15 percent each year from 2002 to 2010 (Based on biennial numbers from the CDC). Currently 500 students are registered with DDS at the College and 7% falls under the autism spectrum. From this session learn about our collaborative approach to facilitating access and reasonable accommodations at the College and employment process. Participants will have the opportunity to engage in an interactive session which will include an office overview & mission, work with the campus community, case study analysis and a chance for a candid Q&A about disability as it intersects with the TCNJ experience.

### Are Today's College Students "Career Ready?"

*Presenter: Matthew Brink, Assistant Executive Director, National Association of Colleges and Employers*

**Wednesday ▶ 3:30 P.M. – 4:30 P.M. Location: Independence C**

Level: Team Captain: 4-9 years  
Audience: College/Employer  
Style: Lecture

The career readiness of college graduates is an important issue in higher education, in the labor market, and in the public arena. Yet, up until now, "career readiness" has been undefined, making it difficult for leaders in higher education, industry and public policy to work together effectively to ensure the career readiness of today's graduates. NACE, through a task force of college career services and HR/staffing professionals, has developed a definition, based on extensive research among employers, and identified seven competencies associated with career readiness. The session will provide a framework for career services and recruiting professionals to pursue career readiness initiatives in support of students' transition from college to career.

### It's 2020: Invest Now or Pay Later – Cultivate the Talent We Need

*Presenter: Michael Holmes, Chief Operating Officer, INROADS*

*Co-presenter: Michael Watson, SVP, Talent Culture, National 4-H Council*

**Wednesday ▶ 4:40 P.M. – 5:40 P.M. Location: Independence A**

Level: Coach: 10+ years  
Audience: College/Employer  
Style: Discussion

This workshop explores the rising employment growth between now and 2020, projected shortages of key skills and why focusing on the development of talent rich zones is now a necessity. The purpose of this workshop is to engage participants in an active discussion regarding potential strategies to expand the nation's talent pipeline.

### Defining Moments: Reflect to Discover Your Strengths

*Presenter: Katie Scheuer, Assistant Director, Graduate Professional Development, Temple University*

**Wednesday ▶ 4:40 P.M. – 5:40 P.M. Location: Independence B**

Level: All  
Audience: College/Employer  
Style: Discussion

In this session, you'll create a journey line to pinpoint your defining moments and identify your strengths by reflecting on personal and career experiences. By recognizing leadership qualities and strengths, you'll boost your confidence, prepare for performance reviews, and lead great teams! While this session is centered around personal development and individual reflection, and it can be applied in a work setting for both employer and career services professionals. Journey lines can be used in counseling sessions to help identify student's key assets as they prepare for interviews. For employers, use journey lines to get to know your team, and how to best work together.

### Think Like a Student. Act Like a Pro. – HRCI APPROVED

*Presenter: Cary Weir Lytle, Associate Director of Employer Relations, Brandeis University*

**Wednesday ▶ 4:40 P.M. – 5:40 P.M. Location: Salon 5/6**

Level: All  
Audience: College/Employer  
Style: Discussion

As employers and career centers, you often fail to reach your full potential with recruitment and student engagement for one simple reason: you lose sight of where students are in their lives and how they think. This session will help you learn how to (1) hit the pause button on your own goals, (2) make student engagement and recruiting fun for students, and (3) gain a new sense of excitement and purpose. Learn how talking about hip hop, making a fool of yourself, admitting you know nothing, and daring to inspire someone can significantly improve your relationships and connections with students. Ultimately, if you want students to act professional you need to think more like them, first.

# Break-Out Sessions

WEDNESDAY JUNE 22 *Continued*

## Special Populations: A Guide to Working with Veteran Students

*Presenter: Joseph Santacroce, Assistant Director, Career Services, Salem State University*

**Wednesday ▶ 4:40 P.M. – 5:40 P.M. Location: Independence D**

**Level:** Rookie: 0-3 years|Team Captain: 4-9 years

**Audience:** College/Employer **Style:** Lecture

Veteran students bring a set of core values that are vital to the continued growth and sustainability of college campuses nationwide. Despite the advanced abilities, skills and trainings of these students, many struggle to adjust to campus life and beyond. For many, the challenging process of choosing and pursuing a fulfilling career is at the forefront. The session will feature a lecture, an interactive career counseling activity, a job and career resources handout for Veterans and an opportunity for participants to share best practices. Dialogue is encouraged.

## Are Students Learning Professional Skills? Helping our Students Become Professionals – NBCC APPROVED

*Presenter: Carol Crosby, Assistant Director, Bridgewater State University*

**Wednesday ▶ 4:40 P.M. – 5:40 P.M. Location: Independence C**

**Level:** Team Captain: 4-9 years|Coach: 10+ years

**Audience:** College **Style:** Lecture

According to NACE's Professional Standards, part of a Career Services office's role is to help students with job-search competencies and tools to present themselves effectively as candidates for employment. But are we accomplishing this? How can we assess that we are teaching students the skills and tools to become employable? Five years ago, Bridgewater State University's Career Services Office created a simple system to include and assess skill development in their programming. Through an employer survey, they developed a list of 28 professional competencies, revamped the office's mission and student learning outcomes, and imbedded opportunities to learn these skills in programming and materials. Last but not least, the office altered their evaluation process to assess whether students were learning and/or practicing these skills. During this workshop, Carol Crosby, Assistant Director, will describe the Student to Professional System and explain how you can duplicate it on your own campus.

## THURSDAY JUNE 23

### Talent LAB

*Presenter: Moderator, Kimberly S. Reed, CDP, The Corporatepreneur™*

**Thursday ▶ 9:15 A.M. – 12:45 P.M. Location: Salon 5/6**

**Level:** All

**Audience:** Employer **Style:** Discussion

Talent LAB is an interactive dialogue with executives and industry experts about how to reinvigorate your talent pool and talent acquisition organization and reenergize your talent outreach and branding initiatives. Get your pens ready! POWERtools you don't want to miss!

Talent LAB Part I with Michael L. Cox, SVP Talent Acquisition, Comcast Cable

Talent LAB Part II with Sulaiman Rahman, Founder & Chief Empowerment Officer, Urban Professional Network (UPPN), Ranked #1 Business Networking Association in Philadelphia Business Journal 2015 and Founder & CEO, Diverse Force

### Small, Smart Steps = BIG Impact!

*Presenter: Kristin Eicholtz, Director of Career Development, DeSales University*

**Thursday ▶ 9:15 A.M. – 10:15 A.M. Location: Independence A**

**Level:** Team Captain: 4-9 years|Coach: 10+ years

**Audience:** College **Style:** Lecture

With small, smart steps an Internal and External Review of your career center can ignite growth and be an inspirational experience, rather than a daunting and intimidating one. The Career Center at DeSales University experienced positive outcomes after conducting a review of their "1-person" office in 2012. NACE Professional Standards and feedback from colleagues in the field were utilized to measure the quality and value of their services to their students and other constituency groups. This presentation will guide attendees through the process of setting up and executing a successful Internal and External Review, and how to positively implement the suggestions offered through the visiting team's External Review Report.

## Hiring in the Federal Government for Career Counselors

*Presenter: Tom Formby, Human Resources Specialist, U.S. Office of Personnel Management*

**Thursday ▶ 9:15 A.M. – 10:15 P.M.**

**Location: Independence B**

**Level:** All

**Audience:** College

**Style:** Lecture

This program will provide you with the knowledge and tools to assist job seekers in seeking and applying for jobs in the U.S. Federal Government. Participants will gain knowledge and understanding of why and how the Federal Government recruits and hires students and recent graduates, and how job seekers should find and apply for jobs in the Federal Government. A Federal hiring expert will facilitate the lecture, and participants will get to keep all the materials and tools.

## TechTalk with EACE Technology Committee

*Presenter: Amanda Carchedi, Publicity and Marketing Administrator, University of Connecticut*

*Co-presenters: Mary Alice Barrows, Assistant Director, William Paterson University and Amy Smith, Associate Director, Hofstra University*

**Thursday ▶ 9:15 A.M. – 10:15 A.M.**

**Location: Independence C**

**Level:** Rookie: 0-3 years|Team Captain: 4-9 years

**Audience:** College

**Style:** Lecture

Technology and virtual communications are ubiquitous elements of the lives of today's college students. As a result, it is important for career centers to have a strong presence online, however, the tasks involved in doing so can be time consuming and costly. Whether you're scheduling social media posts, creating eye-catching graphics, developing virtual programming, or tracking your performance online, chances are there is a way you could do it more efficiently. In this session you will hear from members of the EACE Technology Committee who will share some of their favorite new tech tools guaranteed to help streamline daily efforts towards marketing and communication. Committee members will provide examples of how these tools can benefit career centers as well as instruction on how to implement them into an existing marketing strategy. Attendees will be able to take home a Social Media Guide that will outline suggested social media best practices for career services offices.

## It's Not Who You Know, It's Who They Know

*Presenter: Sam Musselman, Internship Associate, University of Pittsburgh*

**Thursday ▶ 9:15 A.M. – 10:15 A.M.**

**Location: Independence D**

**Level:** Rookie: 0-3 years

**Audience:** College

**Style:** Lecture

Student engagement in networking on LinkedIn is beneficial to develop an effective network prior to graduation. The University of Pittsburgh's Office of Career Development and Placement Assistance (CDPA) originally devoted one 60 minute workshop to LinkedIn, but found that students lacked further instruction and direction upon completion. To address this issue, CDPA created the LinkedIn Lunch Series (LLS), a strategically assembled 3-part program in conjunction with the University's Internship Preparation Program in 2014. The series focuses on helping students create a strong LinkedIn presence and build a valuable professional network. Find out how the University's Internship Team successfully formulated content that focuses on three major concepts of LinkedIn; Creating a Profile, Making Connections and Finding Opportunities. Enrolled students gain immediate access to peer, faculty, staff and alumni connections, and each week receive a customized lunch and the opportunity to take a professional head shot. After each workshop students can meet one-on-one with the Internship Team to receive individualized assistance in developing their profiles. Learn how the Internship Team has marketed the program to underclassmen to encourage early engagement in professional networking. Develop an understanding of the challenges and adaptations that will allow this program to be successful at your institution.

## Overwhelmed by Requests for Job Shadows?

*Presenter: Pamela Arroyo, Program Director, UPMC*

**Thursday ▶ 10:30 A.M. – 11:30 A.M.**

**Location: Independence D**

**Level:** All

**Audience:** College/Employer

**Style:** Discussion

Career exploration is important for students and their personal growth. Despite this, employers often do not have the resources to be able to provide multiple job shadow opportunities for students. Learn how UPMC worked with local academic institutions to overcome the challenge of offering individualized, custom job shadow requests to thousands of college students each year. "All Access Days", UPMC's solution, has been extremely successful for branding, early talent identification, career exploration, and has been recognized by the PHRA.

# Break-Out Sessions

THURSDAY JUNE 23 *Continued*

## Talent IRL (In Real Life) – HRCI APPROVED

*Presenter: Jennifer Devor, Director of Partnerships, Campus Philly*

**Thursday ▶ 10:30 A.M. – 11:30 A.M.**

**Location: Salon 5/6**

**Level:** Team Captain: 4-9 years

**Audience:** College/Employer     **Style:** Discussion

It is becoming easier to build your professional network online using tools like LinkedIn, Twitter, Indeed, and beyond. Campus Philly even has our own version of an online platform that connects thousands of students and employers each year, because we know that's what works for the initial contact between the two groups. But the most meaningful relationships are made by meeting face-to-face, or "in real life" and getting to know someone's personality. When an employer can see the person behind the resume, stronger connections are made. So how do employers and students meet offline? We host successful events that have a unique format of being part educational and part networking. The Finance Fast Track, I Love My Creative Job and Startup Crawls are just some of our most recent events, each bringing in high quality students and high level employers. In this workshop, Campus Philly will share expertise on planning unique recruiting events (on campus or at your company) that highlight students beyond an application.

## The Travelers EDGE Program: Building a Pipeline from Academia to Careers in STEM-Related Fields – A View from Multiple Perspectives

*Presenter: Montressa Washington, Professor, Morgan State University*

*Co-presenter: Karen Proudford, Director, Graves Honors Program, Morgan State University*

**Thursday ▶ 10:30 A.M. – 11:30 A.M.**

**Location: Independence A**

**Level:** Team Captain: 4-9 years

**Audience:** College/Employer     **Style:** Lecture

The Travelers Empowering Dreams for Graduation and Employment (EDGE) Program is a partnership between the Travelers Companies and two units within Morgan State University: the Actuarial Science Program in the Science School and the Graves Honors Program in the Business School. The purpose of the partnership is to cultivate a pipeline of diverse talent prepared to pursue careers in the insurance and financial services (IFS) industry. Using qualitative methods and a digital storytelling approach as a powerful teaching and learning tool that engages various stakeholders, we will demonstrate the effectiveness and impact of this experience through multiple perspectives. Digital storytelling can be defined as telling your own stories with the aid of digital media, e.g. digital pictures, digital video clips, social media, blogs, wikis, and podcasts (van Giles, 2005). Digital storytelling is a technology application that takes advantage of user-contributed content (Robin, 2008) and as such is a powerful tool to document the perspectives of multiple stakeholders: Travelers Insurance company employees, MSU faculty and EDGE scholars. Using resources from the StoryCenter (formally The Center for Digital Storytelling) [www.storycenter.org] for instructional guidance, students, faculty and partners will use the digital storytelling method as a way to foster creativity, engage community, transform perspective, and reflect upon one's learning and life process.

## Creating Career Courage & Resiliency Using Mindfulness & Positive Psychology – NBCC APPROVED

*Presenter: Sabrina Woods, Associate Director, Career Development, Northeastern University*

*Co-presenter: Kevin Grubb, Associate Director, Digital Media & Assessment, Villanova University Career Center*

**Thursday ▶ 10:30 A.M. – 11:30 A.M.**

**Location: Independence C**

**Level:** All

**Audience:** College     **Style:** Lecture

Have you ever met with a student or alumni and sensed right away that they are stuck? Your best tactical advice falls flat, and you can tell there's something deeper to address. Perhaps it's the individual's mindset that is affecting their progress? To be effective in anything, we need both the right strategy and a healthy, resilient state of mind to carry it out. In an era of constant innovation and iteration, career counselors need to be skilled in helping clients develop both a proper course of action and the mental strength to move forward. So, how do we effectively coach people through these "stuck" moments? In this session, we'll explore techniques that draw upon the research behind two of psychology's trending and most promising developments of the last decade: mindfulness and positive psychology. Learn about the ABCDE exercise, combatting limiting beliefs and the benefits of mindfulness through the lens of career development in an interactive hour with Kevin and Sabrina that promises to get you thinking deeper about the career courage and inner wisdom needed to succeed today.

## Keeping Up With The Dramatic Changes in Campus Recruiting and Career Services – NBCC APPROVED HRCI APPROVED

*Presenter: Kevin Fallon, Director, Career Services, Salisbury University*

**Thursday ▶ 10:30 A.M. – 11:30 A.M.**

**Location: Independence B**

**Level:** Coach: 10+ years

**Audience:** College/Employer     **Style:** Discussion

In this entertaining and thought provoking group conversation, Kevin Fallon, who is often described as "Jerry Seinfeld meets Joel Osteen," looks at current trends and takes participants out into the future to forge an understanding of how and why the Career Services and College Recruiting professions are undergoing such rapid change. At the end of this session, participants will understand how technology and cultural shifts are driving the rapid transformation of College and University Career Services, and how to keep pace and prepare students, and how employers can play a key role during what many believe is the most dynamic time in the history of Career Services and College Recruiting.

## Re-calibrating the Military Career for Civilian Success

*Presenter: Daniel Ryan, Director, Veteran Services, University at Buffalo*

**Thursday ▶ 11:45 A.M. – 12:45 P.M.**

**Location: Independence B**

**Level:** Team Captain: 4-9 years

**Audience:** College/Employer     **Style:** Lecture

This session will help career professionals improve their services to the men and women who come to college after military service. It will help HR professionals gain perspective on issues related to recruiting this population. You'll better understand issues faced by veterans transitioning into college, the workforce, and increase your awareness of resources to help students in those transitions as well as insight into strategies for recruiting this talented population.

## Show, Don't Tell: Using Visuals in Career Advising – NBCC APPROVED

*Presenter: Rich Grant, Remote Career Advisor, SNHU & Course Instructor, Peak-Careers*

**Thursday ▶ 11:45 A.M. – 12:45 P.M.**

**Location: Independence A**

**Level:** Rookie: 0-3 years/Team Captain: 4-9 years

**Audience:** College     **Style:** Lecture

The phrase "show, don't tell" is from the world of writing but also applies to our work in career services. We need to teach students how to "show" their attributes on resumes, not just "tell" the readers they have those qualities. We can't just tell them, "go out and network" but we need to SHOW them, to make it more vivid. In career advising, it's important for us to SHOW, though compelling examples, stories, experiential exercises, or visuals to convey our message. Visuals are important; a picture is worth 1000 words. Research studies have shown that visuals result in improved learning and retention. As we look forward to shaping the future, and anticipating more online, virtual learning, visuals will become even more important. In my presentation, I'll show some animated visuals that I've created and used in remote career advising to explain the importance of networking and how LinkedIn works. I will share research results that prove the impact of teaching with visual aids. I'll describe a couple of ways I've brought the concept of networking to life for our students (a safe environment networking event and a skit that demonstrates networking in a humorous way)

## Creative Recruiting on a Budget – HRCI APPROVED

*Presenter: Amy Todd, University Relations Specialist, Vanguard*

*Co-presenter: Kathryn Peck, University Relations Specialist, Vanguard*

**Thursday ▶ 11:45 A.M. – 12:45 P.M.**

**Location: Salon 5/6**

**Level:** Rookie: 0-3 years/Team Captain: 4-9 years

**Audience:** Employer     **Style:** Lecture

Vanguard's client-owned structure has allowed the company to offer funds at costs consistently among the lowest in the industry. With that same low-cost approach, Vanguard's recruiting strategy includes creative and cost efficient ways to brand and market the company to college and university staff, faculty, and students. Join Vanguard University Relations Specialists, Amy Todd and Kathryn Peck, at this interactive session which will include best practices regarding evaluating events, utilizing data and organization practices, and planning for the upcoming season.

# Break-Out Sessions

THURSDAY JUNE 23 *Continued*

## Managing a Virtual Career Center & Campus Partnerships

*Presenter: Michael Iris, Sr. Director, Career Services & Alumni Relations, Berkeley College*

*Co-presenter: Flore Dorcely-Mohr, Director, Online Career Services, Berkeley College*

**Thursday ▶ 11:45 A.M. – 12:45 P.M. Location: Independence C**

**Level:** Team Captain: 4-9 years|Coach: 10+ years

**Audience:** College **Style:** Lecture

Higher Education is moving online, there is no denying this. We see and hear about this trend every day and we as Career Development professionals need to adapt to this change quickly. This session will cover how to operate and manage an online career center and how to move your on-site services online to more effectively serve your student and alumni populations. Examples of strategic campus partnerships and results producing resources will also be provided.

## On-Boarding Panel

*Presenter: Ray Ruiz, Associate Director of Campus recruiting for KPMG*

**Thursday ▶ 2:30 P.M. – 3:30 P.M. Location: Salon 5/6**

**Level:** All

**Audience:** College/Employer **Style:** Discussion

Learn from your peers about the best practices for on-boarding new college graduates! The on-boarding panel will feature a panel of experts who will share their on boarding program(s), how they keep students engaged, follow-up strategies, best practices in new hire transitions, and how to work with college partners to help students better prepare for transition to the world of work. Panelists include: Helen Brown, Vector Marketing; Stacy McClelland, Enterprise Holdings; Angela Parrinello, PSEG; Heather Boatman, Burlington Stores.

## Reframing the Career Services Success Story: A Strategic View

*Presenter: Sam Ratcliffe, Director, Career Services, Virginia Military Institute*

**Thursday ▶ 2:30 P.M. – 3:30 P.M. Location: Independence A**

**Level:** Coach: 10+ years

**Audience:** College **Style:** Lecture

Career services offices are increasingly under scrutiny for accountability through outcomes and a prominent example is the emphasis on graduate outcomes related to employment, continuing education and other activities. A compelling argument is that such outcomes are institutional in nature, reflecting the multiple variables that influence related decision-making and actions steps. The conundrum for career services offices is to demonstrate how programs and services successfully contribute to those institutional outcomes without being held accountable for them. Most career services offices file annual reports that summarize activities, achievements and assessment initiatives that include utilization, satisfaction, and learning outcomes data. An increasing challenge is how to provide evidence that best demonstrates the ways in which career services operations contributes strategically to institutional and divisional goals and priorities. One way is to rethink how practitioners shape that story and better influence stakeholder perspectives. This session will include macro-view research data regarding typical components of 50 career services annual reports for a variety of institutions, consideration of key strategic questions that are answered and those that remain unanswered, and suggestions for what new reporting models might resemble and how they would be more effective in relating the career services success story.

## We're All Technologists: How to Successfully Realize the Power of Your Team's New Technology

*Presenter: Shannon Kelly Conklin, Associate Director of Assessment and Technology, Temple University*

*Co-presenter: Kevin Grubb, Associate Director, Digital Media & Assessment, Villanova University*

**Thursday ▶ 2:30 P.M. – 3:30 P.M. Location: Independence B**

**Level:** Team Captain: 4-9 years|Coach: 10+ years

**Audience:** College/Employer **Style:** Lecture

The Silicon Valley attitude of "iterate or die" is evident everywhere as technology adapts and we adopt it faster each year. The college-to-career recruiting technology space is no stranger to this. With new products and ideas rapidly entering and transforming our work, strategic thinking about how to manage these systems is essential. The "We're all Technologists" session will explore the implementation experiences of two professionals in different environments who brought new technology to their teams and processes. We will focus on the idea that this is both a technology process and a people process, noting that it's critical to empower all team members involved and execute a clear plan to roll out a system that caters to office and constituent needs.

## Career Fairs and Recruitment Presentations: Students Benchmark Best Practices – HRCI APPROVED

*Presenter: Mary Scott, President, Scott Resource Group*

**Thursday ▶ 2:30 P.M. – 3:30 P.M. Location: Independence D**

**Level:** Team Captain: 4-9 years

**Audience:** College/Employer **Style:** Lecture

Consultant Mary Scott will present the findings of her recently-released research project that measure: students' expectations of employers [and their representatives] who attend their campus career fairs, characteristics of the most and least impressive and effective recruitment presentations, and the viability of online recruitment options, such as webinars and virtual events.

## Career Counseling to Type: Factoring Extraversion, Introversion, and Even "Ambiversion" into the Career Development Equation – NBCC APPROVED

*Presenter: Janet Long, Career Liaison, College of Arts & Sciences, Widener University*

*Co-presenter: Sophia Mitchell, Student at Widener University*

**Thursday ▶ 2:30 P.M. – 3:30 P.M. Location: Independence C**

**Level:** Rookie: 0-3 years|Team Captain: 4-9 years

**Audience:** College **Style:** Discussion

Are your students extraverts, introverts -- or even "ambiverts"? Contemporary thought leaders from Wharton professor Adam Grant to author Susan Cain have captured media attention talking about connections between temperament, leadership styles, and career outcomes. But how do we translate this for our career advisees in a way that is both meaningful and actionable? During this interactive session, Widener career counselor Janet Long, and one of her longtime advisees, Sophia Mitchell, will lead a discussion from both the student and practitioner perspective, drawing on both current research and the unique experience of The Seekers, Widener's career exploration group for liberal arts majors.

## FRIDAY JUNE 24

### Diversity and Inclusion as Talent Engagement, Retention, and Attraction Strategy – HRCI APPROVED

*Presenter: John Clayton, Manager, Diversity Inclusion & Workforce Initiative, Independence Blue Cross*

**Friday ▶ 8:30 A.M. – 9:30 A.M. Location: Liberty Ballroom B**

**Level:** Rookie: 0-3 years|Team Captain: 4-9 years

**Audience:** College/Employer **Style:** Discussion

This session will discuss the various ways colleges and employers can leverage diversity and inclusion to build, sustain and engage the workforce. During the session there will be discussion on how to use employee resource groups, leaders, and executives in the work of diversity and inclusion.

## SPEED LEARNING SESSIONS

**Friday ▶ 8:30 A.M. – 9:45 A.M.**

**Liberty Ballroom A**

### Rutgers University Career Clusters: To Infinity And Beyond!

*Presenter: Barbara Thomson, Assistant Director for Technology Applications, Rutgers University*

As career counseling professionals we need to provide relevant website content to help students obtain quality academic and career information. This facilitates the selection meaningful career paths and enhances overall well-being. Website information that is customized to connect career interests with related options will help students achieve this goal. At Rutgers University we developed career interest clusters that best represent our academic programs and related industry areas: Arts & Entertainment, Business and Communications, Education and Public & Human Service, Food and Agriculture & Environmental and Natural Resources, Health Sciences, Science, Technology, Engineering & Mathematics, Still Deciding. Our website offers "clusterized" career resources to present meaningful decision-making information. Job listings, workshops, career videos, student organizations, college majors, post-graduation survey data, research opportunities, and more, are assigned to career clusters. A back-end database driven application pulls cluster-related data to appropriate web pages. A cluster-based online survey also assists "Still Deciding" students. Career interest cluster web content allows us to present targeted career information and marketing messages to students. This allows them to gather relevant career information and make career choices that enhance their well-being. Participants will learn about our career interest cluster model, review how we "clusterize" information via our online applications, view web pages, and have the opportunity to share best practices related to developing good website content.

# Break-Out Sessions

FRIDAY JUNE 24 *Continued*

## How to Launch & Renew Effective Professional Development for Undergraduates: The Collaboration of Professors & Career Center Professionals

*David Burke, Assistant Professor of Human Resources, Cabrini College*

This interactive session will share the casting of a vision for planting and renewing a professional development program in various academic disciplines. The goal will be to provide the content of a new required curriculum consisting of two new academic courses that can aptly apply to any discipline. The presentation will share the details of the first course that engages first year students in career and professional development culminating with a required internship. The second class deals with the time period between the internship and the job application process upon graduation in conjunction with career center staff. Both classes will feature numerous engaging activities, experiences, assignments and will culminate with an electronic journal providing excellent career exploration.

## 4 Necessary Strategies Needed to Win with Generations Y and Z: From the Classroom to the Workplace

*Kelley Cornish, Director, Diversity & Inclusion, AmeriHealth Caritas*

With one in three employees in today's workforce being Millennials and Generation Z steadily entering behind this massive population, employers must do their part to embrace and prepare the current leadership for this "new wave" of thinking and being. Both groups are very diverse in life style, background, perspectives, and decision-making, and the world is witnessing traditions being broken, leadership being dismantled and new voices rising to advance causes that are important to their overall being. How do you prepare as an employer? Are you ready to let go of the old and embrace the NOW? In this session, we will look at headline news surrounding these issues, a case study and how organizations are thinking about their efforts with this up and coming workforce.

## Big Events, Big Opportunities: The Career Services Experience in Asia

*Laura Craig, Assistant Director, Temple University*

In 2015, we had the opportunity to visit with our colleagues in Hong Kong, Japan, and Singapore. While we observed many similarities to our home institutions, the differences were striking. Career events, job searching strategies, and marketing are just a few of the differences. Handwritten resumes? No cover letters? Free food and entertainment? We saw all this and more. We also challenged our assumptions about the value of studying abroad for some less typical student audiences. Join us to learn more about our experiences, and how our own background with international travel framed our experience.

## Supervising and Mentoring First-Generation College Student Employees

*Paula Lee, Director, New York University Wasserman Center for Career Development*

Who are first-generation college students? What are the challenges for first-generation student employees? Suggestions for supervising and mentoring these students, collaborating with academic departments and community organizations, and resources will be discussed.

## Future U

*Toy Draine, Industry Career Coach, The George Washington University*

The Center for Career Services, Center for Student Engagement, and Alumni Relations created a committee to provide opportunities for Juniors and Seniors to learn relevant skills to take them from Campus to Career. Some examples of programs provided are: Young Alumni/Senior Networking Events, Senior Job Search Kickoff, Applying to Graduate School, Financial Literacy Night, Business Dining Etiquette.

## Targeted Approach to Collaboration between Career Professionals, Alumni, Faculty, and Employers

*Jacqueline Maginnis, Assistant Director, Seton Hall University - The Career Center*

Career management relies heavily on networking, developing contacts, and having good mentors. To achieve successful employment outcomes, Career Centers, faculty, administration, students, and employers need to work together. During this facilitated speed session, participants will learn how Seton Hall University successfully develops alumni partnerships, engages active student organizations and faculty, and collaborates with employers to build connections that yield strong internship and employment outcomes. In this session, participants will be provided with examples of how the Seton Hall University Career Center, faculty, students, and employers collaborate to host successful, targeted networking events that illustrate various career opportunities. Events targeted towards functions within an organization or specific industries have created environments for in-depth discussions. As a result of having alumni attend these events, the Career Center staff has seen an increase in mentor relationships that foster professional opportunities for students. The presenters will discuss the additional roles mentors play at these networking events, including the coaching of students on how to connect with employers.

## Technical Outsiders: Non-Technical Staff Partnering with Technical Faculty

*Jimmy Fabrizio, Assistant Director, Carnegie Mellon University*

An important part of providing holistic career services to students is building strategic relationships and partnerships with key faculty members. While working with STEM students in particular, it can be challenging for a non-technical career professional to establish this essential piece of the career puzzle, as faculty may be less inclined to collaborate or have confidence in their industry knowledge. This session will explore strategic programs and practices that University of Pittsburgh career staff have utilized to navigate this process. The presenters will focus specifically on earning the trust of Engineering and other technical academic partners, demonstrating relevant knowledge to those partners, and visibly adding value to the students' educational and career planning process in a way that strengthens these key relationships.

## Creating a Path for Women Leaders

*Nicole Dalberto, Associate Director of Career Services, Steinbright Career Development Center, Drexel University*

As a panel, we will discuss SCDC's Women in Leadership (WIL) efforts: SCDC website content, participation in university Gender Task Force, collaboration with CEOLead program, Women's History Month, Lean In Kick Off and Lean In Launch of student circles. We will share experiences with university partners to develop and expand on-campus leadership opportunities and resources for women that will enhance their professional and personal lives.

## Bridging the Past With the Future: How to Shape Successful Recruitment Events

*Chris Miciel, Director, Jefferson University*

Career and education fairs remain a central event on many career center calendars. They can command considerable resources and have the potential to deliver big results to all of a career center's constituents. This session invites recruiters and career fair planners into a candid conversation about what works, what doesn't, and how to build a more successful event for everyone involved.

## Put Your Best Foot Forward: Dress for #PantherSuccess

*Danica Porter, On Campus Recruitment Coordinator, University of Pittsburgh Office of Career Development and Placement Assistance*

In an effort to educate students on professional dress, the University of Pittsburgh's Office of Career Development and Placement Assistance (CDPA) launched an annual career fashion show and established a Career Closet in 2012. We found that our messaging was not resonating with the appropriate student audience. We challenged ourselves to expand our impact and reach by utilizing a multi-tiered approach. We started by creating a video that was broadcasted campus-wide. We engaged both employer partners and student leaders to convey the overarching message of appropriate career fair dress. Our next step was to share daily career fair tips through our social media channels during Career Fair Prep Week. The week concluded with an open invitation to students encouraging them to visit our newly re-branded Career Closet. Students were challenged to assemble an outfit from our Closet, or stop by to have their own professional look evaluated. We photographed each student, posted their look on Facebook and allowed their peers to vote on their favorites. As a result, we increased our Facebook reach by more than 2,000% and the three students with the most 'likes' won a new suit and consultation with the Director of CDPA. While the traditional fashion show format reached less than 200 students, the reinvented model reached nearly 6,000 students.

## Easy Assessment: 3 Simple Steps for Internship Learning Outcomes

*Lisa Tandan, Director of Career Development and Assessment, Hofstra University*

We know that internships are a win for both students and employers. Instead of measuring that win simply in terms of the number of students participating in internships, you can develop and assess interns' learning outcomes. It's a great way to kick your internship experience up a notch! It provides tangibles to prove the high impact practice to any skeptics and confirm to colleagues that an intern will be an asset rather than drain on stressed resources. Writing learning outcomes can guide the hiring process to ensure you get the candidate(s) you need. In this session we will talk about the benefits of learning outcomes as well as best practices for writing them, with plenty of time to practice!

## Using Employer Advisory Boards to Improve Services and Strengthen Relationships

*Patrick Young, Assistant Director, Employer Relations, NJIT*

In order to effectively prepare our students for the workplace, we must be aware of the preferences and feedback of our employers. Forming an employer advisory board is one way to examine employer preferences, trends, and concerns regarding our services and the career readiness of our students. This session will cover how to form an advisory board, how to keep them engaged and productive, and examples of take-aways that can originate from an effectively managed employer advisory board.

# Break-Out Sessions

FRIDAY JUNE 24 *Continued*

## Using Video in HR to Engage & Inspire Prospective Student Employees

*Christopher Young, VP of Marketing, RIVS*

When is the last time you've watched a video on the web? If you haven't watched a video in the last week, it's highly likely your manager did. In fact, 54% of senior executives share work related videos with colleagues at least weekly. So why not take advantage of this and create videos that will help engage your current and prospective student employees? Whether its training videos, video interviewing or video contests, the goal is the same, to engage and inform the end-user. During this session, Christopher Young will share ways to use video within HR. He will outline the use case, how it can engage, inspire and lead the end-user and then best practices around assembling the video. This interactive session will provide attendees with use cases for implementing video as well as critical resources in order to be able to create and assemble videos without a professional.

## Attribution Theory: Reframing Student' Career Path

*Lucille D'Emilio-Wilkinson, Academic Advisor, Career Coordinator, & Adjunct, Temple University, Ambler*

Do you have students unable to move forward in their prospective careers? Using the Attribution Theory, career coaches can assist students in identifying and in understanding their attributions for success of failure and how their perceptions block their progress. By reframing and retraining students' perceptions (attributions) coaches can motivate students to be proactive in their success-related academic/career path. Changing students' perceptions (attributions) can determine the amount of effort that they will expend on future career activities such as using university wide resources, designing a career portfolio, and securing a meaningful career path.

## Rutgers University Career Clusters: To Infinity And Beyond!

*Barbara Thomson, Assistant Director for Technology Applications, Rutgers University*

As career counseling professionals we need to provide relevant website content to help students obtain quality academic and career information. This facilitates the selection meaningful career paths and enhances overall well-being. Website information that is customized to connect career interests with related options will help students achieve this goal. At Rutgers University we developed career interest clusters that best represent our academic programs and related industry areas: Arts & Entertainment, Business and Communications, Education and Public & Human Service, Food and Agriculture & Environmental and Natural Resources, Health Sciences, Science, Technology, Engineering & Mathematics, Still Deciding. Our website offers "clusterized" career resources to present meaningful decision-making information. Job listings, workshops, career videos, student organizations, college majors, post-graduation survey data, research opportunities, and more, are assigned to career clusters. A back-end database driven application pulls cluster-related data to appropriate web pages. A cluster-based online survey also assists "Still Deciding" students. Career interest cluster web content allows us to present targeted career information and marketing messages to students. This allows them to gather relevant career information and make career choices that enhance their well-being. Participants will learn about our career interest cluster model, review how we "clusterize" information via our online applications, view web pages, and have the opportunity to share best practices related to developing good website content.

## Connecting Creative Employers with Art and Design Students

*Megan Rogers, Assistant Director for Employer Relations, Maryland Institute College of Art*

Art and Design students are employable and sought after, but connecting employers with art and design students in a manner that is beneficial for both constituencies can be a challenge. This presentation will identify the unique needs of art and design students and the employers that want to work with them. We will share what has and has not worked for MICA in the past, including models for portfolio review events, networking events and career fairs in addition to the evolution of our successful internship program.

## Giving and Receiving as a Leader

*Presenter: Robin Tucker, Vice President, Foresters Financial*

**Friday ▶ 10:00 A.M. – 11:00 A.M.**

**Location: Independence C**

**Level:** Coach: 10+ years

**Audience:** College/Employer **Style:** Lecture

This session will discuss the ins and outs of management getting the most from their team through their leadership, and what students can do to poise themselves as a valuable asset to any team. We'll discuss how companies can attract and retain successful teams and growth oriented talent, and how a student can position themselves to be that candidate that is highly sought after.

## Ph.D. Not Required: Utilizing Data to Maximize Effectiveness – NBCC APPROVED

*Presenter: William Jones, Director of Operations & Strategic Initiatives, University Career Services at Rutgers University - New Brunswick*

*Co-presenter: Cedric Headley, Assistant Director for Research & Assessment, University Career Services at Rutgers University - New Brunswick*

**Friday ▶ 10:00 A.M. – 11:00 A.M.**

**Location: Independence A**

**Level:** All

**Audience:** College

**Style:** Lecture

Want to learn how Rutgers University decreased our programming efforts while increasing overall attendance? Do you actually know what's in your job posting system? How about what time should you hold a career fair in order to maximize candidate attendance? Come to our session and learn how you can use data to focus on what's important: making an impact. We didn't need a Ph.D. to do it and neither do you!

## Hiring Interns...What's In It For Me? – HRCI APPROVED

*Presenter: Karen Carli, Associate Director Career Development Center, Penn State Abington*

**Friday ▶ 10:00 A.M. – 11:00 A.M.**

**Location: Salon 5/6**

**Level:** Rookie: 0-3 years|Team Captain: 4-9 years

**Audience:** Employer

**Style:** Discussion

Most people would agree that internships provide important experiential learning opportunities for students. But internships can be just as valuable for the host employer. This session will focus on the benefits of hiring interns and will explore how employers can create experiences that are meaningful to both their company and the student. The interactive session will include discussions about creating internships, the advantages of hiring interns, and the importance of providing meaningful work assignments. We will also discuss the value in developing relationships with colleges and universities.

## Flipping Career Courses: Reflecting on the Success of the Past and Strategizing to Stay Relevant in the Future

*Presenter: Elena Chiru, Assistant Director, George Mason University*

**Friday ▶ 10:00 A.M. – 11:00 A.M.**

**Location: Independence D**

**Level:** All

**Audience:** College

**Style:** Discussion

George Mason University has successfully created and delivered four different types of credit bearing career courses over the last two decades. The goal of these courses is to prepare students for post graduation success. Through the efforts of dedicated faculty and employers, Mason has seen the student enrollment in these courses grow rapidly. And as Mason explores "flipped classrooms" and taking these courses entirely on-line, we realize the keys to the success of these courses, may be embedded in the past. During this workshop, the presenter will share sample syllabi, learning objectives and assessment results so that participants understand the scope of the career courses managed by University Career Courses at Mason. In addition, the presenter will share the future steps Mason is planning to take to improve the delivery of the content of the courses as we strive to reach more students. The last thirty minutes of the program will be devoted to participants working in similar size and type college groups to discuss and work on a career course challenge they are facing.

## Career Counseling Past Fear – NBCC APPROVED

*Presenter: Nayelli Perez, Assistant Director, William Paterson University*

**Friday ▶ 10:00 A.M. – 11:00 A.M.**

**Location: Independence B**

**Level:** Rookie: 0-3 years|Team Captain: 4-9 years

**Audience:** College

**Style:** Lecture

The student who hesitates to ask for an informational interview, the student who can't get their words on a resume or cover letter, the student who waits until senior year to step foot into the career center. Could fear be the culprit? Learn how to utilize "fear assessments" to help students uncover the fears that could be blocking them from career success. This session will take you on a journey that will allow you to discover your own distinct fears with an assessment that you could use with your students. We will also look at tools already being used at colleges/universities such as the Career Thoughts Inventory. This session will be an exploration of what types of fears we have and how they play a role in career development and also a call to action for counselors to incorporate the impact of fear in their career counseling.

# Exhibitors

## 12Twenty

12Twenty creates a culture of engagement for the modern career center. Our suite of products is the only easy-to-use, one-stop solution for on-campus recruitment, employer relationship management, and outcome data tracking.

Josh Cohen • [contact@12twenty.com](mailto:contact@12twenty.com) • <http://12twenty.com>

## Booth# 1

## Brazen Technologies

Brazen helps organizations and universities humanize engagement by making personal interaction efficient and scalable. Brazen's Chat Software facilitates one-to-one, high touch human interaction that enables you to create a personal connection and access to your target audience.

Jillian Fritze • [sales@brazen.com](mailto:sales@brazen.com) • [www.brazen.com](http://www.brazen.com)

## Booth# 28

## CampusTap

**HOT NEW PRODUCT OF 2016**

Looking for an intuitive way to engage your students with alumni mentors and track the meaningful connections made? Discover why schools like Boston University, Bentley University, Skidmore College and Colby College have partnered with CampusTap to power their career networking and alumni mentoring programs. CampusTap enables your office to automatically match students and fellow alumni with alumni mentors based on academic, professional and personal interests to help them jumpstart successful careers. All engagement can be tracked within the platform which is mobile, customizable and exclusive to your school's community. Stop by our booth to learn more about how CampusTap can help enhance your mentoring initiatives.

Remy Carpinito • [info@thecampustap.com](mailto:info@thecampustap.com)  
781-439-1504 • [www.thecampustap.com](http://www.thecampustap.com)

## Booth# 43

## Career Fair Plus

**HOT NEW PRODUCT OF 2016**

Career Fair Plus is a mobile app on iOS and Android devices designed to enhance student experience before, during and after career fairs. Our goal is to increase student success at career fairs through better preparation and higher confidence with minimal impact to the Career Services staff. Students can access all current information regarding an upcoming career fair and prepare when and where they want. Career Fair Plus provides a list of all current employers with relevant details including who they are and who they are hiring. Students can designate favorites while preparing for the fair, and filter the list during the career fair making it easier to execute their plan. Students can use our interactive floor plan to locate a specific employer or see all their favorites in one view. We provide Career Fair Plus as a service to schools, which includes importing and maintaining all relevant data, publishing the app and branding it with school colors and logos. We make it easy to make students more successful.

Kenny DiFiore • [dave@careerfairplus.com](mailto:dave@careerfairplus.com)  
321-549-7214 • <http://www.careerfairplus.com>

## Booth# 42

## CareerPath

CareerPath® is a powerful mobile platform that enables career planning teams to effectively connect and communicate with students. Using a series of milestones, tasks, and events as drivers, CareerPath allows students to tackle their career planning objectives in an organized and manageable way. The technology features push notifications, quick links to important career resources, rich-text content, robust reporting and analytics, and additional interactive features designed to engage and motivate students. Graphical reports, including a Student Scorecard, show engagement and completion, enabling your team to measure and show progress along the way.

Ben Grinnell • [info@careerpathmobile.com](mailto:info@careerpathmobile.com)  
866-552-7284 • <http://www.careerpathmobile.com>

## Booth# 37

## CareerShift, LLC

Many career centers struggle getting many students to adopt good career management mindsets early in their programs. Many students wait until the last minute to find work and aren't proactive. CareerShift can help. This resource compliments any career management system currently in place, making it easy for students, alumni, employer relations teams, career counselors and faculty to find hidden connections and opportunities. It takes the campus community to be actively engaged in student and alumni success. Hundreds of schools rely on CareerShift to provide easy to use robust search engines, coupled with organizational tools for the career journey. Testimonials and references are plentiful. See our booth to setup a free, live demo or contact Val Matta at [valmatta@careershift.com](mailto:valmatta@careershift.com) or 216-255-3026.

Valerie Matta • [valmatta@careershift.com](mailto:valmatta@careershift.com)  
888-232-0632 • [www.careershift.com](http://www.careershift.com)

## Booth# 3

## CareerSpots Videos

CareerSpots Videos offers the most trusted career advice videos in the industry, partnering with your peers at 250+ career centers nationwide for years. Please visit our booth to learn how your colleagues are easily achieving tens of thousands of video views and see why students and alumni watch CareerSpots Videos the most, offering you the highest return on investment. Come see our unique, world class technology to learn how CareerSpots will dramatically boost your student engagement and best prepare your students for career success.

Kathy Egan • [kathy@careerspots.com](mailto:kathy@careerspots.com)  
610-325-3993 • [www.CareerSpots.com](http://www.CareerSpots.com)

## Booth# 17

## CareerStaff Unlimited

CareerStaff Unlimited (CSU), a division of Genesis HealthCare, is the leading provider of healthcare staffing solutions and connecting experienced healthcare professionals with the perfect career path at quality healthcare facilities nationwide. Our divisions across the country specialize in the placement of experienced therapy, nursing and pharmacy professionals. The CareerStaff family includes: - CSU Managed Services - Therapists Unlimited - ReadyNurse - ProCare One Nurses - CareerStaff Rx At CareerStaff Unlimited, we are so much more than a staffing agency, we're stakeholders who collaborate, consult, and strategize with our customers to craft the perfect partnership to meet their evolving needs. Our unique divisions and specialized, consultative approach allow us to provide superior customer service to both our clients and our employees while giving us the ability to find the candidate the perfect career path for their skill set and location preferences.

Kate McKinnon • [CareerstaffRecruiting@GenesisHcc.com](mailto:CareerstaffRecruiting@GenesisHcc.com)  
877-480-5115 • [www.careerstaff.com](http://www.careerstaff.com)

## Booth# 19

## careerandtalenthub.com

careerandtalenthub.com created a web-based career development program that works with candidates and directs performance related questions to supervisors, co-workers and others with whom they have interacted. Responses from references are compiled into an easy to read report that includes an evaluation of the candidate's abilities that will get the recruiter's attention.

Brian Bodkin • [info@careerandtalenthub.com](mailto:info@careerandtalenthub.com)  
877-238-1816 • [www.careerandtalenthub.com](http://www.careerandtalenthub.com)

## Booth# 27

## City Year

City Year is an education focused nonprofit that unites young people of all backgrounds for a year of full-time service to improve the nation's graduation rate. At City Year's 27 locations across the United States, including Philadelphia, teams of City Year AmeriCorps members are tutors, mentors, community members and role models in schools. By focusing on attendance, behavior and course performance, corps members are uniquely able to help students who are at risk of dropping out of school.

### BENEFITS:

\$564 Bi-Weekly Living stipend, Health insurance and local benefits Federal student loan forbearance and a \$5,775 AmeriCorps Education Award!

Over 500 hours of Professional Development Training and Leadership Development

Access to opportunities with our Career Partners: Deloitte, Microsoft, CSX, Bain Capital, AND MORE!

Deferred enrollment, waived application fees and access to over #3 Million in undergraduate and graduate program scholarships.

Anita Lovaincy • [generalrecruitment@cityyear.org](mailto:generalrecruitment@cityyear.org)  
617-927-2400 • [cityyear.org](http://cityyear.org)

## Booth# 24

## CollegeNET

The StandOut™ Video Recruitment Network connects qualified candidates with employers, improving job search and recruitment outcomes for everyone. StandOut helps career service professionals offer more employment options and individual guidance for job seekers, with services including online mentoring and interview skills development. The network increases visibility and access for employers of all sizes, and it streamlines the recruitment and hiring process, with new time-saving web-based technology that includes candidate data verification, and video interviewing with side-by-side comparisons.

Jeff Bolton • [jbolton@collegenet.com](mailto:jbolton@collegenet.com) • <https://www.standout.com>

## Booth# 36



# Exhibitors

## Digital Revolutions

Digital Revolutions is a leader in bringing innovative uses of technology to Career Centers. C3M (Career Center Contact Manager) provides the tools and services to easily capture and manage information relating to student engagements with your Career Center. Tracking student activities related to staff, participation in events and career library/resource usage. Additional features include; advanced electronic note taking and individual action plan generation/tracking, on-demand name badge printing and faculty notes/participation tracking. A comprehensive employer relations manager, including business card scanning and name badge printing is also integrated. Features of C3M are too numerous to list, please stop by the exhibit area for an in-depth demonstration.

Brent Engel • [bengel@digital-revolutions.com](mailto:bengel@digital-revolutions.com)  
919-606-2342 • [www.digital-revolutions.com](http://www.digital-revolutions.com)

## Booth# 6

## Gradleaders

GradLeaders is the market leader in student recruitment and career services technology, connecting leading employers year-round with students and alumni from top-ranked schools around the world. Our exclusive partnerships, extensive student database, and industry-leading software solutions, make us the #1 choice of companies seeking high-quality, best-fit, and diverse students to join their team. GradLeaders is a merger of two market leaders: MBA Focus and CSO Research.

Mark Schappert • [sales@gradleaders.com](mailto:sales@gradleaders.com)  
866-705-4201 x2 • [www.gradleaders.com](http://www.gradleaders.com)

## Booth# 38

## DISCO International, Inc.

For thirty years DISCO International, Inc. has organized the world's largest job fairs for students with Japanese and English language abilities. We strive to create an environment where students seeking full-time or internship opportunities using their unique language skills and global companies of all industries and sizes can come together and freely explore potential employment. Information sessions and interviews take place onsite, and many companies make offers by the end of the Career Forum. Career Forum attendance is entirely free to students. Visit us at the 2016 EACE Annual Conference or contact Catherine Rackley at [c.rackley@discointer.com](mailto:c.rackley@discointer.com) for more information.

Catherine Rackley • [c.rackley@discointer.com](mailto:c.rackley@discointer.com)  
212-403-6844 • [www.discointer.com](http://www.discointer.com)

## Booth# 25

## eCareerFairs

Next Generation Career Fair Services

Comprehensive virtual career fair and event services for organizations looking to host online career fairs and events

Mark Best • [sales@ecareerfairs.com](mailto:sales@ecareerfairs.com)  
781-795-1350 ext 220 • <http://virtual.ecareerfairs.com>

## Booth# 23

## Educational Housing Services (EHS)

Educational Housing Services offers amenity-filled housing to students and interns in NYC. All residences feature fully furnished rooms with private bathrooms, wireless internet, cable TV, and fitness centers. EHS buildings have 24/7 security and a live-in professional staff. Available by semester to students, EHS also rents rooms to schools by the week, month, and semester. Current schools which lease rooms from EHS include, Duke, Elon, NYU, Northeastern, Syracuse, Stanford, Stonehill, and many more.

Karen Entwistle • [kentwistle@studenthousing.org](mailto:kentwistle@studenthousing.org)  
1-347-272-1266 • [www.studenthousing.org](http://www.studenthousing.org)

## Booth# 31

## EVENTUS

Eventus is a designer app firm that has developed career fair apps for several schools. With many features such as employer listings and filters, students can use the app to conveniently view and organize career fair information. Furthermore, the Eventus career fair app allows employers and students to connect through chat and resume uploading capabilities. Come visit their booth to learn more about integrating mobile experiences in your career fairs.

Peter Feng • [peter.feng@eventus.io](mailto:peter.feng@eventus.io) • 512-730-0296

## Booth# 9

## FOCUS 2 CAREER and FOCUS 2 APPLY

FOCUS 2 Career and Education Planning systems

Just released: the new FOCUS 2 Interface! As always customized with your college's majors Responsive, bold new look. Enhanced functionality. New Products. New Tools.

FOCUS 2 CAREER Major exploration and career planning for students at 2 & 4 Year Colleges  
FOCUS 2 APPLY Enhances student recruitment for admission at your college.

Janis Stokes • [janis@focuscareer.com](mailto:janis@focuscareer.com)  
603-526-8989 • [www.focuscareer.com](http://www.focuscareer.com)

## Booth# 2

## GoinGlobal

GoinGlobal provides career and employment resources for more than 120 worldwide locations, in addition to corporate profiles and 16 million-plus job and internship postings. Our constantly-updated database features hiring trends, work permit/visa regulations, resume/CV guidelines, interview and cultural advice, and more. Free trial access available. Contact [president@goinglobal.com](mailto:president@goinglobal.com) or call 1.800.989.1190

Mary Anne Thompson • [president@goinglobal.com](mailto:president@goinglobal.com)  
1-800-989-1190 • [www.goinglobal.com](http://www.goinglobal.com)

## Booth# 20

## Handshake

Handshake is a modern career services management software platform and recruiting network that is changing the way students and employers connect. Handshake's powerful reporting and visualization tool, interactive first destination survey, personalized student dashboards, and expanded job network are all part of the innovative design, saving both time and money. Discover more about why 75+ colleges and universities have made the switch at [www.joinhandshake.com](http://www.joinhandshake.com).

David Shull • [support@joinhandshake.com](mailto:support@joinhandshake.com) • [www.joinhandshake.com](http://www.joinhandshake.com)

## Booth# 39

## HEPdata

HEPdata, through its Career Append Service, provides first destination outcomes reporting data on your recent grads including, employer, title, industry, social media URL and much more. HEPdata serves over 2,000 university and college customers annually through its suite of data enrichment services. For more information, please visit <http://www.hepdata.com/solutions/employerfind-for-career-services/#sthash.sNq1JG90.dpbs>, call 800.681.4438 or email [info@hepdata.com](mailto:info@hepdata.com).

Teddy Callow • [info@hepdata.com](mailto:info@hepdata.com)  
1-800-681-4438 • [www.hepdata.com](http://www.hepdata.com)

## Booth# 7

## Jobtreks

The job search tool that everyone is talking about!

Jobtreks is a personal job search workspace and effective way career offices help students get jobs. Jobtreks supplements recruiting technology and helps students manage all parts of their job search. Plus, students can browse 30+ job boards and access our database of companies that post at your school or hire students from other schools.

Jobtreks was developed by career advisors with extensive experience working in Career Management and designed with input from students nationwide. Jobtreks is the tool they asked for!

Students love Jobtreks because it helps:

- Launch and structure their job search
- Identify target companies that don't post on campus
- Manage their network and prepare for interviews

Career offices love Jobtreks because it provides:

- An effective platform to teach job search during workshops and individual appointments
- Data on students' target companies to build recruiting relationships
- Expanded database of companies that recruit students

Dallas Karch • [info@jobtreks.com](mailto:info@jobtreks.com)  
917-538-3505 • [www.jobtreks.com](http://www.jobtreks.com)

## Booth# 11

## Knopman Marks Financial Training

Since 1991, Knopman Marks Financial Training has provided FINRA Exam preparation to students and professionals in the financial sector. Our FINRA test preparation is the best in the business, helping students prepare and pass FINRA exams with superior instruction and support. Knopman Marks is also proud to be the thought-leader in training and preparation for the Securities Industry Essentials Examination (SIE). The SIE is a new general-knowledge examination that will be open to the public beginning in 2017. This SIE will allow anyone, including college and graduate students, to complete a portion of their securities license exams anytime, even before employment with a FINRA-registered firm. Students considering a financial services career can use the SIE as a way to demonstrate ability, desire, and commitment to the industry and strengthen their applications.

Leigh Yanocha • [material@knopman.com](mailto:material@knopman.com)  
212-626-6899 • [www.knopman.com](http://www.knopman.com)

## Booth# 35

# Exhibitors

## Monster and Traitify

**Booth# 10**

Monster is a global online employment solution for people seeking jobs and the employers who need great people. We've been doing this for more than 20 years, and have expanded from our roots as a "job board" to a global provider of a full array of job seeking, career management, recruitment and talent management products and services.

At the heart of our success and our future is innovation: We are changing the way people think about work, and we're helping them actively improve their lives and their workforce performance with new technology, tools and practices.

Founded in 2011, Baltimore-based Traitify unlocks the potential of psychology and big data through a visual personality assessment that is quick, accurate and accessible to businesses and entrepreneurial developers. Traitify's current customers (for its SaaS-based version) include more than 200 organizations in a range of industries. The Traitify team is made up of technology-industry veterans with experience in software, design and multimedia as well as an in-house psychology team

Andrew Ashley • [contactMGS@monster.com](mailto:contactMGS@monster.com)  
(317) 616-5163 • <https://mgs.woofound.me/sessions/new>

## PAN - Performance Assessment Network

**Booth# 5**

Using 60 years of science in soft skill assessment, bite-size video simulations on topics such as creativity, problem solving and teamwork that users will love, and the portability of certificates, PAN's Job Ready program provides schools and organizations with a single platform to increase student employability and employer engagement. Learn how our system gives your users the ultimate job readiness experience and acts as a "career LMS" to track your existing career initiatives... all for a fraction of the price of a textbook!

Chad Fife • [jobready@panpowered.com](mailto:jobready@panpowered.com) • [AmlJobReady.com](http://AmlJobReady.com)

## Project Me Pro

**Booth# 26**

Project Me Pro is a self-paced learning system providing job search training to college students. A scalable and collaborative e-learning solution providing courses on Exploring Interests, Choosing a Career, Building a Resume, Creating a LinkedIn Profile, Building Networks, Applying for Jobs, Interviewing and Negotiating. Students, career services offices and faculty work together in our interactive platform so students can create all the materials they need to enter the job market after college. Check us out at [projectmepro.com](http://projectmepro.com)

Denise Spacinsky • [denise@projectmepro.com](mailto:denise@projectmepro.com) • [projectmepro.com](http://projectmepro.com)

## Purple Briefcase

**Booth# 12**

Purple Briefcase was founded in 2013 with the express goal of creating a new and better career management system that leverages the look & feel of today's most popular social media experiences. Purple Briefcase has been widely seen as a leader in the industry being the first commercial Career Management System to provide a fully customizable Smartphone APP. Our product has been widely accepted by career advisors, students, alumni, faculty and employers throughout the US and internationally.

Purple Briefcase brings a very unique set of talent together to meet the needs of our clients. Our two founders have spent long careers managing an international recruiting and staffing agency that recruited talent into many Fortune 100 & 500 companies. Because our founders come from the corporate world they spend significant time to ensure the tools we are providing are easy for employers to use and leverage interfaces that easy to use.

Since our founding the Purple Briefcase, our platform has been adopted by more than 70 colleges and Universities. We service every major category of school including small private, large private, state institutions, nontraditional colleges, for-profit and community colleges. In addition our network spans more than 18 states and our first international university in Delhi, India.

Kevin McCandless • [info@purplebriefcase.com](mailto:info@purplebriefcase.com)  
585-678-9395 ext.128 • [PurpleBriefcase.com](http://PurpleBriefcase.com)

## QuadJobs

**HOT NEW PRODUCT OF 2016**

**Booth# 41**

College students in this country are in crisis. 85% receive financial aid. 82% graduate underemployed. Given the demands of students' academic and extracurricular schedules, committing to an ongoing, 20 hours per week part-time job is not always realistic. Students need money, experience, and flexible jobs. Households and local businesses around campuses need help in an abundance of ways - babysitting, staffing a retail counter, tutoring, designing a company logo. These jobs are the perfect fit for on-demand student labor, yet they've never been unlocked in a centralized, streamlined way. Enter QuadJobs. QuadJobs is a female-led tech startup that connects college students with hyper-local, fast trading, flexible jobs.

Andra Newman • [andra@quadjobs.com](mailto:andra@quadjobs.com)  
203-622-1080 • [www.quadjobs.com](http://www.quadjobs.com)

## Quinnia

**HOT NEW PRODUCT OF 2016**

**Booth# 40**

Quinnia creates a two-way transparency between students and employers for efficient hiring. Our automated interviews, similar to a Skype interview with "Siri", help student's highlight their personality and abilities. Hiring managers are interviewed to give insights to job expectations and company culture.

To learn more visit <https://quinnia.io/about> or contact us at [feedback@quinnia.io](mailto:feedback@quinnia.io)

Himal Ahuja • [feedback@quinnia.io](mailto:feedback@quinnia.io) • <https://quinnia.io/>

## Roadmap

**HOT NEW PRODUCT OF 2016**

**Booth# 32**

Roadmap is an interactive preparation platform for workforce-bound students. It's like SAT prep for real world success. As technology impacts many of the soft skills learning students organically gained in years past, educators now have technology of their own to bridge the gap. With work-ready professional, emotional & life skills course material and a simple habit-forming learning method, Roadmap gives students the confidence that comes with career readiness, while giving schools a digital extension and the data to do more. And, Roadmap is available on demand -- anytime, anywhere -- via computer, tablet or smartphone and all for less than the cost of a textbook.

Catherine Hepler • [info@theRoadmap.com](mailto:info@theRoadmap.com)  
484-680-2843 • [www.theRoadmap.com](http://www.theRoadmap.com)

## Suitable

**Booth# 30**

Suitable is an online platform that helps universities structure their co-curricular learning programs and engage students outside of the classroom like never before.

With Suitable, universities create an "Outside the Classroom Curriculum (OCC)" for their students and seamlessly integrates all of their co-curricular learning opportunities into a holistic learning experience. Suitable's competency-based approach ensures universities that their OCC programs are fulfilling their strategic mission, while simultaneously equipping students with marketable skills that employers hire for. This enables Suitable to provide universities with data to support student outcomes, retention, accreditation, and rankings.

Mark Visco Jr. • [team@suitable.co](mailto:team@suitable.co)  
267-240-6862 • [www.suitable.co](http://www.suitable.co)

## Symplicity Corporation

**Booth# 18**

Symplicity is the leading provider of student affairs and student services software solutions in higher education. Stop by our booth to discover how more than 1,200 institutions are leveraging Symplicity to provide services in some of the following areas: Career Services, Student Conduct, Advising, Campus Activities, Study Abroad, Event Management, Residence Life, and Admissions.

Rebecca Florey • [info@symplicity.com](mailto:info@symplicity.com)  
703-351-0200 • [www.symplicity.com](http://www.symplicity.com)

## TastyHire

**Booth# 8**

With Tasty Hire, the dogma of inefficient hiring practices dissolves. We feel you should no longer make candidate pools out of stacks of resumes, or represent yourself purely off of a paper resume. Job Seekers are more than words on paper. Just because they may not have had the resources for a good college does not take away from the value they may bring to an organization.

Our cloud based web application allows us to have a competitive advantage in the job recruiting industry that enables the employers to screen a large amount of candidates videos seamlessly. This gives job seekers the ability to introduce themselves at the forefront of the hiring process.

Jonathan Ball • [team@highrd.com](mailto:team@highrd.com) • 630-825-4225

# Exhibitors

## The WORK Book Series

The WORK Book Series is showing two comprehensive job building books: The WORK Book and Hacking the Internship Process.

Stop by our booth to meet the authors, ask about a free copy, and to see how The WORK Book and Hacking the Internship Process can work for your program.

The WORK Book is the perfect complement to success planning because it encourages students to work closely with Career Services. The WORK Book helps students get the most out of their meetings with career counselors by utilizing planning guides and worksheets to help students seriously consider the career path they wish to take.

Hacking the Internship Process is a practical guide designed to walk students through the internship process. The book combines the most modern technological tools with proven hacks to help students build a powerful referral network, reach out to their future bosses, ace their interviews, and much more.

Bill Hobbs • [Bill@laplatapress.com](mailto:Bill@laplatapress.com) • [www.theworkbookseries.com](http://www.theworkbookseries.com)

## Booth# 34

## Valor Connect

Our mentoring and networking platform is better than yours! Stop by our booth and see how we get schools as much as 160+ engagements a day on a custom-branded app we build for your school ([www.valorapp.com/schools](http://www.valorapp.com/schools)).

Unlike bulky, web-based platforms loaded with fancy features that hardly get used, Valor Connect's one-step process is so easy, students can connect with alumni mentors literally while walking to class. No more searching through directories and sending awkward cold emails. No more procrastination. Give them a tool they'll actually use!"

Andy Fine • [team@valorapp.com](mailto:team@valorapp.com)  
917-294-2923 • [www.valorapp.com/schools](http://www.valorapp.com/schools)

## Booth# 29

## Vault

Vault is the indispensable career resource for students and an essential recruitment platform for employers. Our exclusive rankings, reviews, profiles and career advice offer candidates the insight needed to connect with employers and secure internships and jobs. Vault's campus platform offers thousands of students unlimited access to this critical research.

Frank Siano • [FSiano@Vault.com](mailto:FSiano@Vault.com)  
1-800-535-2074 • [www.Vault.com](http://www.Vault.com)

## Booth# 33

## Vmock

VMock is a SMART Career Preparation and Guidance Platform targeted at students and professionals. By combining the power of cutting edge data science, machine learning and natural language processing, VMock delivers personalized resume feedback and recommendations to students and alumni. Leading universities and business schools from all over the world use VMock across multiple programs including undergraduate, graduate, full-time, part-time, executive and alumni programs. These schools have seen transformational improvements in the quality of resumes before students meet coaches for one-on-one sessions and prior to recruiter submissions. Our partner universities and business schools use VMock SMART Resume Platform to empower their students and coaches so that students can develop lifelong career skills and coaches can focus on actual coaching. VMock founders are from Kellogg School of Management and Chicago Booth.

Kiran Pande • [salil.pande@vmock.com](mailto:salil.pande@vmock.com)  
have not sent yet • [www.vmock.com](http://www.vmock.com)

## Booth# 4



# JOIN THE #EACEselfie CONTEST ON INSTAGRAM!

Think you can capture the essence of EACE or Philly with a single selfie? Submit unlimited entries using #EACEselfie that embody either Philly or EACE until Thursday, June 23 at 11:59 p.m!

Starting Friday morning, EACE attendees can vote for their favorite finalists on Instagram @EACEPR. The winner takes home a \$50 gift card!

**Winners announced Friday at lunch!**

## Opening Keynote



### Dr. Rob Bell

*Author, Speaker, Sport Psychology Coach*

[www.drrobbell.com](http://www.drrobbell.com)

Every door has a hinge. If it doesn't, it's a wall. Have you ever noticed how the outcome of a close competition depends upon one play or moment? If we look closer, every season and career also possesses these crucial, pivotal moments. It only takes one. The Hinge is the one moment, event, or person that makes all the difference. It connects who we are with who we become. This is the importance of having Mental Toughness, will you be ready?



Dr. Rob Bell is a Sport Psychology coach. He has PGA Tour credentials as a Sport Psychology consultant, has coached winners on the PGA Tour and caddied on Tour. He is the author of four books on mental toughness: *The Hinge: The Importance of Mental Toughness*, *Mental Toughness Training for Golf*, *NO FEAR: A Simple Guide to Mental Toughness*, & *Don't "Should" on Your Kids: Build Their Mental Toughness*.

He was the mental coach for the 2013 USTA National Champion and has spoken and coached extensively to businesses, universities, and corporate athletes including, Marriott, Walgreens, University of Notre Dame, Morgan Stanley, among many others. Dr. Rob Bell is certified consultant of the Association for Applied Sport psychology. DRB and associates deliver mental toughness training through a combination of research and over 10+ years of applied experience with hundreds of athletes, coaches, and teams. He has been featured on ESPN, FOX NEWS, The Golf Channel, New York Times, Runner's World, & Stack Magazine.

Dr. Bell was an assistant professor of Sport Psychology for six years, publishing over a dozen research articles on the "Yips" in Golf, and effectiveness of sport psychology interventions. He has been published in the *Journal of Applied Sport Psychology*, *Journal of Athletic Insight*, *Journal of Sport Behavior*, and *The Sport Journal*. Dr. Rob Bell is a husband and father of two and has completed two marathons in a personal best of 3:23, numerous other road races, and has a hole-in-one. He has participated in triathlons and Master's Swimming Events. He enjoys golf, swimming, skiing, reading, running, and chess.

## Closing Keynote



### LuAnn Cahn

*Speaker, Author, Director of Career Services Temple School of Media and Communication*

[www.luanncahn.com](http://www.luanncahn.com)

How do we dare our students and alumni if we don't dare ourselves? How do we motivate if we're not motivated?

Join us for this 1 hour interactive presentation that will inspire participants to learn how to get life unstuck. LuAnn Cahn leads through easy exercises to get you out of your comfort zone and remind you of ways to tap into your fearlessness and best selves so that we can inspire others to do the same.

Lu Ann Cahn is the author of the inspirational memoir *I Dare Me*, an entertaining look back on a year that changed everything for her. The book grew out of a blog called *Year of Firsts*, which chronicled this veteran journalist, mother and survivor's daily adventures as she pushed herself to try something new for every single day – an effort to get her life "unstuck," as her daughter put it.

She went on this year long adventure while working her full time "day job" as an 8-time Emmy award-winning journalist with NBC10 News in Philadelphia. Cahn's journey eventually led to a major career change. In December 2014, she left her 40 year career in broadcast news to dare audiences across the country and to help launch the next generation of communicators at Temple University. Cahn is the Director of Career Services for Temple's School of Media and Communication.

Cahn is well known in Philadelphia where she worked for WCAU-TV for 27 years. She filled many roles —breaking news reporter, anchor and entertainment show host – but is most well known for her years as a hard-charging investigative reporter with a talent for uncovering scandals and scams. In 2005, Lu Ann won a National Emmy for her undercover investigative story "Dirty Little Secret" about an illegal bar run by elected officials in their dry town

In 1991 Cahn made local and national news when she publicly told her story of battling breast cancer after a missed diagnosis when she was only 35. Her 1992 special report "Breast Cancer: My Personal Story" won her a national Clarion award and two Mid Atlantic Regional Emmys.

Cahn also had surgery for ulcerative colitis and kidney cancer. She regularly speaks on behalf of Living Beyond Breast Cancer, other area cancer support groups and the Crohn's and Colitis Foundation of America. She hopes her survivor experience inspires others.

Earlier in her career Cahn worked at stations in Jacksonville, Florida; Chattanooga, Tennessee; Huntsville, Alabama; Little Rock, Arkansas; Charlotte, North Carolina; and Miami, Florida.

A native of Columbus, Ohio, Cahn grew up in Atlanta and graduated Phi Beta Kappa from the University of Georgia. She is married to NBC10 Photojournalist Phil Houser. They're proud of their daughter Alexa, who dared herself to start her own company and is now the CEO of Bad Kids Collective.



# 2015-2016 Board of Directors



President  
**Ayanna Wilcher**  
*KPMG, LLP*



President Elect  
**Walter Tarver III**  
*Stockton University*



Director, Finance  
**Kate Juhl**  
*University of Maryland College Park*



Past President  
**Scott Rappaport**  
*University of Delaware*



Director, Leadership Development  
**Tammy Samuels**  
*Montclair State University*



Director, Public Relations and Communications  
**Megan Wolleben**  
*Bucknell University*



Director, College Member Services  
**Cary Weir-Lytle**  
*Brandeis University*



Director, Membership Recruitment & Retention  
**Anne Scholl-Fiedler**  
*Stevenson University*



Director, Technology and Information Management  
**Shannon Conklin**  
*Temple University*



Director, Professional Development  
**Jen Rossi**  
*Saint Joseph's University*



Director, Employer Member Services  
**Craig Single**  
*Wipfli LLP*

## EACE Headquarters

Managing Director  
**Crista LeGrand**

Executive Director  
**Amanda Bolinsky**

Association Coordinator  
**Kim Shaw**

Financial Manager  
**Donna Liberto**

Financial Coordinator  
**Jason Dumm**

3601 East Joppa Road | Baltimore, MD 21234  
410.931.8100 | Fax 410.931.8111 | [admin@eace.org](mailto:admin@eace.org)

[www.EACE.org](http://www.EACE.org)

# Professional Exchange Events

---

## Looking to strengthen or build relationships with top employers?

Site visit registration is now open! [Visit the EACE website for more information.](#)

A favorite EACE program, Professional Exchange is FREE and only open to members! This highly-anticipated program provides the exclusive opportunity for career center staff to visit employers during the summers months in order to explore career pathways, learn current recruiting processes, uncover internship options and discover potential partnerships.

The 2016 Professional Exchange Committee has some fantastic employers lined up for you to choose from this summer! These spaces fill up quickly, so act fast! Not an EACE member? [CLICK HERE TO JOIN!](#)

---

### **FM Global**

Monday | Jun. 13 | 8:00 AM - 4:00 PM ▶ Johnston, RI

### **IPG Mediabrands**

Monday | Jun. 13 | 2:00 PM - 3:00 PM ▶ New York, NY

### **Aperature Foundation**

Tuesday | Jun. 14 | 11:00 AM - 12:00 PM ▶ New York, NY

### **Indeed**

Tuesday | Jun. 14 | 2:00 PM - 3:30 PM ▶ New York, NY

### **TD Securities**

Wednesday | Jun. 15 | 10:30 AM - 12:00 PM ▶ New York, NY

### **Dept. of Homeland Security**

Tuesday | Jun. 21 | 10:00 AM - 12:00 PM ▶ Philadelphia, PA

### **St. Joseph's University Career Center - College Member Visit**

Tuesday | Jun. 21 | 3:00 PM - 5:00 PM ▶ Philadelphia, PA

### **St. Joseph's University Career Center- Employer Member Visit**

Tuesday | Jun. 21 | 3:00 PM - 5:00 PM ▶ Philadelphia, PA

### **Arbella Insurance Group**

Monday | Jun. 27 | 9:30 AM - 12:00 PM ▶ Quincy, MA

### **MassMutual Financial Group**

Tuesday | Jun. 28 | 1:30 PM - 4:00 PM ▶ Springfield, MA

### **Maryland Public Television**

Thursday | Jun. 30 | 10:00 AM - 11:30 AM ▶ Owings Mills, MD

### **National Institute of Standards & Technology**

Tuesday | Jul. 5 | 10:00 AM - 12:30 PM ▶ Gaithersburg, MD

### **Peace Corps**

Thursday | Jul. 7 | 9:30 AM - 12:00 PM ▶ Washington, D.C.

### **ALKU Technologies**

Tuesday | Jul. 12 | 10:00 AM - 2:00 PM ▶ Andover, MA

### **WeWork**

Wednesday | Jul. 13 | 2:00 PM - 4:00 PM ▶ Boston, MA

### **John Galt Staffing**

Thursday | Jul. 14 | 2:00 PM - 4:00 PM ▶ Burlington, MA

### **MEDITECH**

Friday | Jul. 15 | 10:00 AM - 12:00 PM ▶ Foxboro, MA

### **Discovery Communications, Inc.**

Monday | Jul. 18 | 1:30 PM - 3:00 PM ▶ Silver Spring, MD

### **The Motley Fool**

Tuesday | Jul. 19 | 9:30 AM - 11:00 AM ▶ Alexandria, VA

### **Alex and Ani**

Tuesday | Jul. 19 | 2:00 PM - 4:00 PM ▶ Cranston, RI

### **Vertikal6**

Wednesday | Jul. 20 | 2:00 PM - 4:00 PM ▶ Warwick, RI

### **Smithsonian National Museum of American History**

Wednesday | Jul. 20 | 2:00 PM - 3:30 PM ▶ Washington, D.C.

### **Fidelity Investments**

Thursday | Jul. 21 | 11:00 AM - 1:00 PM ▶ Smithfield, RI

### **HCS, Inc.**

Friday | Aug. 19 | 1:00 PM - 3:00 PM ▶ Wall, NJ

# EACE Committees

---

EACE needs you! Whether you have lots of time or a little, want to play a major role or take on one brief assignment, please consider sharing your talents while gaining valuable leadership experience. We need people to work on programs, events, PR, diversity issues, awards, webinars, technology... and more!

---

## **Annual Conference**

Develops, organizes and coordinates the annual EACE conference.

## **Awards and Research Grants**

Oversees the EACE Awards and the Research Grant program including coordination of the nomination/application process, review of nominees/applicants and provides recommendations of winners to the board.

## **Diversity & Inclusion**

Serves as an advocate and resource to advance EACE's diversity and inclusion initiatives. Oversees the Diversity & Inclusion Scholarship program including coordination of the application process, review of applicants and recommendation of winners to the board.

## **Long Range Planning**

Works on special projects as tasked by the EACE Board of Directors, related to the long-term strategic direction of the Association.

## **Membership**

Develops and initiates member recruiting and outreach strategies.

## **Outcomes & Assessments**

NEW beginning on Jul. 1, 2016! Focuses on learning outcomes assessment and ensures the Association evolves ahead of the curve.

## **Professional Connections**

Provides programming and services aimed at supporting members' needs through various learning and relationship building opportunities such as the Professional Connections Advising Program.

## **Professional Development**

Plans and coordinates activities and events during the year to further the professional development and knowledge base of the membership including webinars, workshops and the Winter Splash Roundtable events.

## **Professional Exchange**

Coordinates and facilitates the summer Professional Exchange program including securing employer hosts for site visits and marketing registration of the events to career service professionals.

## **Public Relations**

Builds the EACE brand through internal and external communications and campaigns. Assists other committees in developing their marketing strategies and manages the EACE social media sites.

## **Road Trips to the Real World**

Coordinates and facilitates the Road Trips to the Real World program. This program occurs during the January break and offers on-site employer visits for students of EACE member institutions in order to provide career information, networking and the exploration of job/internship opportunities.

## **Sponsorship**

Manages the EACE sponsorship program in partnership with EACE HQ. Evaluates and updates sponsorship opportunities. Coordinates the solicitation of sponsorship revenue, which supports EACE programs, events and operations.

## **Technology**

Evaluates the technological needs of EACE and makes recommendations that may enhance the EACE membership experience. Coordinates the Twitter Chat program, develops webinars and, in collaboration with EACE HQ, manages the EACE website.

## **Trending Blog (formerly Bridges Blog)**

Coordinates the EACE blog by planning, writing and/or soliciting contributions.

---

## **Join a Committee Today!**

Learn more about the EACE committees and stop by the hospitality suite to meet the co-chairs! Sign-up sheets are also available.

# Thank You EACE Sponsors!

